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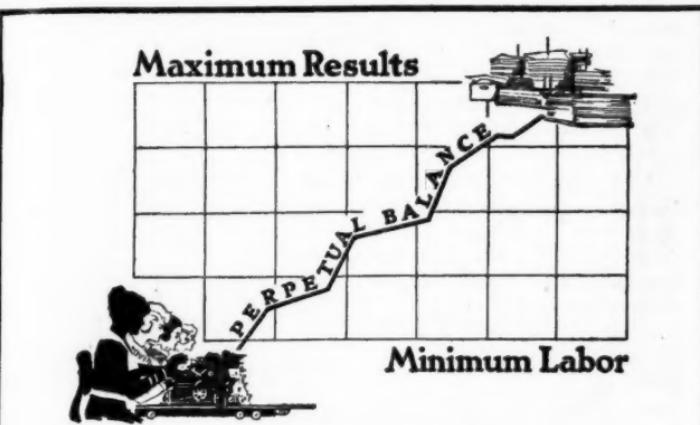
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

UNIVERSITY OF ILLINOIS LIBRARY
SEP 16 1916

VOL. XCVI

NEW YORK, SEPTEMBER 14, 1916

No. 11



Profitable Bookkeeping

THE idea that a bookkeeping department really can be put on a profitable basis is a new one to the average business man who usually thinks of bookkeeping in terms of delays, errors and overtime work. This is why the message of Elliott-Fisher Co., Harrisburg, Pa.—makers of Bookkeeping Machines and Billing Machines—is being eagerly welcomed by the business men of America.

We consider it a pleasure to assist in the good work to the end that "all bookkeeping can be done without a scratch of a pen."

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

Buy Readers— Not "Takers"

MILLIONS of dollars are annually wasted by advertisers who buy "circulation" instead of reader confidence.

Advertising men grow grey trying to produce copy which will "get results" from "forced circulations."

And capable advertising men have been discredited because they could not force results from "subscribers" who had been bribed by forced circulation methods into "taking" a paper of no interest to them, and which, having "taken," they never read.

GOOG circulation is a matter of *natural* selection. Though Shakespeare was the greatest writer the world has known, there are thousands of people who don't enjoy reading anything he ever wrote.

One paper people buy because it interests them is worth a dozen forced into wrong hands.

THE Standard Farm Papers get their subscribers by *natural* selection.

These papers deal with the problems of a certain class of farming or a certain section.

Each paper has but a limited number of possible readers. Its appeal to those readers must be strong enough to insure a big percentage of renewals or the paper would exhaust its field in a few years.

Yet, after many years, the Standard Farm Paper circulations are steadily growing and

the percentage of renewals far exceeds papers of general circulation.

This means pulling power for the advertiser.

Ask for the particulars.



THE STANDARD FARM PAPERS ARE

The Indiana Farmer
Established 1845

The Farmer, St. Paul
Established 1882

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Hoard's Dairymen
Established 1870

Wallaces' Farmer
Established 1895

Progressive Farmer
Established 1886

Birmingham, Raleigh
Memphis, Dallas

The Wisconsin Agriculturist
Established 1877

WALLACE C. RICHARDSON, INC.,
Eastern Representatives
381 Fourth Ave., New York City

GEORGE W. HERBERT, INC.,
Western Representatives
Advertising Bldg.
Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCVI NEW YORK, SEPTEMBER 14, 1916

No. 11

The Right Start in Advertising

How Great Expectations May Be Fulfilled

By Charles Austin Bates

EVERY manufacturer, at some time or other, looks enviously through the back pages and wonders if general advertising might profitably be employed in his own business.

Nearly always he decides that his line is "different." The most peculiar thing about every business is that the owner of each thinks it is peculiar.

As a matter of fact, the problems of one business are pretty nearly like those of every other business.

I don't mean to say that a cotton commission broker can beneficially use general advertising—but it hasn't been so very long ago when textile manufacturers believed that they were barred advertising and now their space makes quite a creditable showing.

BELL-WETHERS OF THE FLOCK

Twenty years ago, I believe, one clothing manufacturer was advertising—Stein, Bloch & Co. One by one others have started—and some have quit.

The Link-Belt Company was a long time deciding on national advertising.

For years Murphy's Varnish was alone in its line.

But when one concern begins and keeps it up, others in the line first scoff, then wonder, then follow. Less often now, than was formerly the case, do they take the plunge without really knowing why—without any definite idea of how general advertising is going to increase sales profitably.

Many a good advertiser has

been "killed" by a false or a premature start. In the past, as an advertising agent, I have assisted in the demise of several—on the principle that if I didn't, some other agent would. The advertising bug is a good deal like whooping cough—once you catch it, it has to run its course.

I know now that not one in one hundred of these deaths was necessary. I know that general advertising is applicable to practically every manufacturing business, at the right time and by the right method. But if I were an advertising agent to-day, I would discourage the man who wanted to "try it" for a few months or a year. I would tell him to make up his mind that it was going to be a durable war—five years at least, before he could reasonably expect to get his money back with a profit. No man should take up advertising as an experiment, any more than he takes up fire and liability insurance as an experiment.

Conditions may exist—frequently do exist—in which a general advertising campaign will carry itself from the first year—but that is unusual. The new advertiser should not expect it. For one reason, it is fairly certain that he is not organized to make the fullest use of the advertising. His salesmen are not educated. His dealer work must surely be modified. His correspondence must be altered to fit new conditions. A system of handling inquiries and follow-up must be installed. All of this takes time.

He is after thicker distribution

over wider territory, and that means a whole lot more than simply filling orders.

Even if he has been marketing his product under a trade-mark, and has fairly wide distribution, he will be astonished to find that "national" is a bigger and more significant word than he suspected.

LITTLE BY LITTLE, ADVERTISING TELLS

About sixteen or seventeen years ago, I was employed to apply national advertising to the R & G corset business. Among other things, I asked about the existing distribution and was told that "everybody had them." There were six thousand active accounts on the ledgers—but I found over twelve thousand dry-goods dealers rated at over \$2,000—not counting general stores! When we got through checking up, we had a list of ninety-six hundred good dealers who were not then selling R & G corsets.

My recollection is that we invested about \$20,000 the first year, about one-fourth of it for direct mail work on dealers. The next year \$30,000 or \$35,000 was invested, and the third year something over \$60,000. At the end of three years the ledgers carried more than ten thousand names and the business had increased nearly 40 per cent. It would have increased anyway, but certainly not so much.

The total sales increase for three years was about \$600,000, and the total added expense, including advertising, not far from \$150,000. That was a good result—unusually good, I think—but the net profit on the increased sales probably did not equal the increased cost of selling.

But weren't those 4,000 new accounts worth \$40 apiece? I guess so. Wasn't the trade-mark worth more? Wasn't the business on a solider footing? Hasn't the R & G Company been cashing in on that advertising ever since? I'm sure so.

Green Label Varnishes were a generation old and were well distributed in paint stores when the Glidden Varnish Company, in about 1899, gave me an order for \$1,500 worth of general advertis-

ing for Jap-a-lac. Yes, fifteen hundred, not fifteen thousand. The next year they made it \$3,500, then \$8,000, then \$15,000, and when I asked for \$50,000 for the fifth year, there was consternation and vigorous objection. I was told that up to then the Jap-a-lac department showed a net loss of \$50,000. But when I offered \$100,000 for the trade-mark and good will, it was refused and the advertising continued.

I have since been told that the Jap-a-lac department had become more profitable than the general varnish business—and this in spite of the fact that the advertising had led to greater sales and wider distribution of the general line.

The advertising didn't do it all—not by any means. Herbert G. Ashbrook fathered and fostered the Jap-a-lac department, and his was the difficult task of training the Glidden salesmen to sell a fixed-price, fixed-discount, trademarked article, for household use, to paint dealers who had been buying varnish mostly in bulk, to sell mostly to painters. Moreover, new outlets, such as department stores, had to be developed.

The point I am trying to sharpen is that when a manufacturer begins to advertise, he must not expect to sit back immediately and enjoy the profits. Advertising will not do it all—and it will not do it at all unless it is properly backed up and unless it is persisted in, on the Patrick Henry plan of "sink or swim, live or die, survive or perish."

A little advertising is like a little castor oil. It only leaves a bad taste in the mouth and accomplishes no results. Take an adequate dose, or let it alone.

However, there are opportunities to establish more valuable trade-marks and more highly profitable businesses than have altogether heretofore been established.

Literally hundreds of manufacturers who have been successful without general advertising, can be doubly and trebly successful through its use. It possibly may be applied to the general business,

Reader Confidence and The Christian Herald

THEY WILL BUY IT

**300,000 and more clear-eyed,
straight-thinking, clean-lived,
intelligent families.**

**They live in the small towns
of these United States and they
appreciate the really good things
of life.**

**If you know the small town,
you know that the best people
in it go to church. These good
people read the Christian
Herald.**

**They believe in the Christian
Herald and they will believe
your story printed therein, if
you have a good product that
they might want.**

THE CHRISTIAN HERALD
Member Audit Bureau of Circulations
BIBLE HOUSE, NEW YORK

or to a single specialty that may be made into a big enterprise of itself.

A TRADE-MARK IS THE ALL-IN-ALL

I would never feel safe in any business not founded on a trade-mark, or a natural monopoly. The value of a trade-mark is the asset that is hardest of all to lose. A trade-mark can not burn up or wear out. It will keep a business profitably alive through years of poor management. Your modern concrete and steel, Fenestra-windored buildings may crumble with age and your machines be scrapped by new inventions, but your trade-mark holds its value as long as your business lasts—as long as you merely supply the goods up to its standard.

Bankers are more and more coming to recognize this fact, and I believe the time is not far distant when a trade-mark account, made up of fifty per cent of the total advertising expenditure, will be considered by banks an asset for loans superior to the account of "plant and equipment."

So why is it not wise—why is it not the best business insurance—why isn't it the best possible investment—to put a fair proportion of the profits for five years into advertising a trade-mark?

A trade-mark is of small force and little value until it is advertised.

Patents expire, imitations spring up, competitors cut prices, friendly dealers die or fail, star salesmen change jobs, we grow a little less aggressive as the years roll 'round. But a trade-mark once fixed in the minds of the great consuming public will endure for generations. It is an old-age pension and life insurance combined.

Death of Lee W. Sinclair

Lee W. Sinclair, president of the West Baden Springs Hotel Company, died on September 7, aged eighty years. His death will not affect the activities of the West Baden Springs Water Company, bottler of West Baden Sprudel Water, which is a separate corporation. According to an officer of this company, Mr. Sinclair had no interest in the water company, except as the lessor of the springs.

Wilson & Company Retailing By-product

IN keeping with its recently announced policy, Wilson & Company, the Chicago packers, have opened a wholesale and retail sporting-goods store in the Chicago loop district in order to realize the maximum profit on gut—one of their by-products. The new store trades under the name of the Ashland Manufacturing Company. The Wilson & Company trade-mark appears on the windows.

According to an official of Wilson & Company, the gut used for tennis-rackets was formerly sold entirely to manufacturers and jobbers. The company came to the conclusion, however, that the sale of this by-product could be increased and better prices secured by selling it in finished form direct to the consumer. The opening of the sporting-goods store with tennis goods as the principal line followed. In order to keep down overhead expense and reduce selling costs a varied stock of sporting goods carrying the Ashland brand was added.

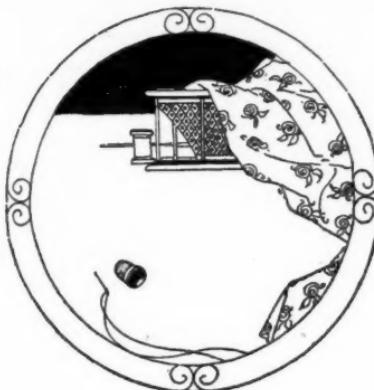
The store is regarded as an experiment. If its success should come up to the company's expectations a chain of similar stores will probably be established.

K. E. S. E. to Supplant V. L. S. E. Film Service

Following the dissolution of the V. L. S. E. film distribution service, comprising the Vitagraph-Lubin-Selig-Essanay companies, a new combination, K. E. S. E., made up of the Kleine-Edison-Selig-Essanay companies is to be formed. The new distributing service becomes effective September 16th. It will increase the importance of Chicago as a film distributing center. Three of the principals, George Kleine, George K. Spoor and William Selig are Chicago men. The policy of the new combination, according to Mr. Kleine, will be for higher grade specialty films.

Roy Moore Leaves Denby Company

Roy Moore, for the past two years advertising manager of the Denby Motor Truck Company, of Detroit, has resigned.



What does the sign of the thimble mean to the national advertiser?

It shows him where he can find the woman who spends her time making beautiful things.

Is it a fair presumption that she also spends her money for beautiful things?

NEEDLECRAFT

which goes only to women who use the
thimble has convinced its advertisers that it is.

NEEDLECRAFT PUB. CO.

WILL C. IZOR, Advertising Manager

1 MADISON AVENUE, NEW YORK CITY

ROBT. B. JOHNSTON, Western Mgr.
Peoples Gas Building
Chicago, Ill.

CHAS. DORR, New England Mgr.
6 Beacon Street
Boston, Mass.

Tell the Public Details "Everybody Knows"

Consumers Are Monuments of Ignorance Regarding Things Manufacturers Think They Ought to Know

By S. E. Kiser

IF I were thinking of buying an automobile, and had only the advertisements published by the manufacturers to guide me, how many chances out of a possible thousand should I have for making the best selection?

Let us consider this matter for a moment—perhaps for two or three moments.

Turn the pages of your magazine and glance at the automobile advertisements. The pictures of the cars tell us very little. We find a similarity in the outlines, each of the automobiles portrayed having wheels and a body. Some of them, it is true, are occupied, while others are empty; but notwithstanding that difference the pictures of the cars give us little information.

It may be possible to find in the printed descriptions accompanying the illustrations the enlightenment for which we are searching. We shall see.

POINTS ABOUT AN AUTOMOBILE EVERYBODY DOESN'T KNOW

I am bold enough to assume that I know about as much, or about as *little*, as the average gentle reader knows about mechanics. I know, for instance, that engines have valves, or, at least, that valves are used in connection with engines; but what does "valve-in-head" signify? I notice that many of the manufacturers appear to be proud of their valve-in-heads, or valves-in-head, but they don't say why.

They mention the valve-in-head and then pass lightly on to other things, as if they felt confident that the layman must be able easily to tell the difference between a valve-in-head and a reciprocating piston, if there is such a thing.

Usually we come to cylinders

after the valve-in-head is disposed of. We get the impression right away that in one important respect, at least, cylinders are like the hairs on a man's cranium. There is virtue in numbers. At all events, the manufacturers who administer cylinders in ample clusters call attention to their lavishness and charge higher prices than are asked by producers who supply cylinders in limited quantities.

Yet I may, in common with the average gentle reader, be badly mistaken in supposing that many cylinders are desirable. I can see how, if cylinders are anything like teeth, too many of them may be detrimental to the happiness of the possessor. Four rows of teeth certainly would be more than any man or woman could use to the best advantage.

Wheelbases also have mystified me ever since I began reading automobile advertisements.

For years I have been waiting for some candid manufacturer to explain what a wheelbase is and why. Thus far my waiting and watching have been in vain.

Whenever a new car is announced its wheelbase is sure to be mentioned. It has a 120 or a 130-inch wheelbase, as the case may be, but that is as much as the builder is willing to confess.

Why doesn't some manufacturer abandon ultra-conservatism for once and explain the significance of the wheelbase? Is it fair to let the layman flounder in uncertainty concerning the wheelbase that is likely to serve him best?

I suppose every car has a wheelbase, because, as I have said, the wheelbase always is mentioned when a new car is advertised.



Royalite Oil

Up in Toronto, housewives buy Royalite Oil in sealed cans which the grocer keeps on his shelves along with his cereals and other package goods.

This company planned and produced the advertising which has taught people to buy kerosene by name.

Our booklet, "Advertising Service," will be sent on request.

THE H. K. McCANN CO.

NEW YORK CLEVELAND TORONTO

SAN FRANCISCO

IN NEW YORK AT 61 BROADWAY

Still, if all cars have them, why is it necessary to refer to wheel-bases?

When a baby is born, the doctor doesn't feel obligated to call attention to the fact that it has a nose.

Then there are the drop-forgings which we read about in almost every automobile advertisement that finds its way into the public prints. Why are forgings dropped, and where are they dropped from, or to? Wherein does a forging that is dropped excel a forging that is undropped?

There must be something about the dropping that adds to the value of a forging, or the manufacturer would not take the trouble to advertise that his forgings have been dropped. But why are we, who do not understand the intricacies of automobiles, left to wonder in our poor, unenlightened way why a dropped forging is better than a forging that is not to be classed among the fallen?

Is it not possible to persuade some kind advertiser to take us into his confidence—provided always that the subject is one which will bear discussion in a family journal—and tell us the truth about the drop-forging?

I have before me an automobile advertisement in which reference is made to "Chrome-Vanadium Steel." This looks impressive; but what does it mean? Chrome-Vanadium Steel seems to be a material that is used in the construction of automobiles generally. I have seen references to it in many automobile advertisements, but always without any explanation of its merits.

The dictionary informs me that chrome is a transitive verb, meaning "to dye in a bath of bichromate of potash," which, I admit, may be important if true.

As for Vanadium, I can find no mention of it either in my lexicon or my seed catalogue. So Vanadium remains meaningless to me. If the average gentle reader has succeeded in discovering the truth about it, he is not mentioning his discovery in public.

Far be it from me to indulge in captious criticism of the gentlemen who are advertising automobiles. They may have excellent reasons for wishing to hide the truth concerning their products.

I suspect, however, that their failure to explain certain matters, a few of which have been mentioned, is due to inadvertence rather than to premeditation.

There is one idiosyncrasy that advertisers appear to possess in common. In framing their advertisements they have their competitors instead of the public in mind. Hence, they insist upon the use of technicalities which, too often, are meaningless to the people who are expected to be impressed.

Why this anxiety concerning the opinion of the competitor?

Why not forget him and confide in the public?

Elliott-Fisher's New Sales Organ

A twice-a-month sales bulletin, called "Gingerade," is to be issued by the Elliott-Fisher Company, Harrisburg, Pa. It has been found impractical to combine the information for the sales force in the company's house-organ, which is largely of a technical and educational nature.

"Primarily and all the time 'Gingerade' is to belong to the sales and service branches of the organization," said Frank Lee Benedict, the advertising manager. "In other words, it belongs to and is the personal property of the salesmen and service men. To carry out this idea to the letter, it will be edited by a staff of editors who are to be appointed for a period of six months and to be chosen from the field organization."

Resigns from University of Southern California

John Renfrew has resigned as instructor in advertising in the University of Southern California, as well as from his position with Young & McCalister, Los Angeles, to go into the ranching business in the Imperial Valley. Ill health is the cause of the change.

Joins New York "Tribune's" Ad Staff

H. C. Williams, for the past nine years with Hutchinson, Kan., *News*, is now a member of the New York Tribune's advertising staff.



11 EAST 36TH STREET
NEW YORK

*F*you would feel at home
among such clients as

GERHARD MENNEN CHEMICAL COMPANY
THE EDISON SHOP
ROBT. H. INGERSOLL & BRO.
THE KLAXON COMPANY
WILCOX & WHITE
I. B. KLEINERT RUBBER COMPANY
MURPHY VARNISH COMPANY
LORD & TAYLOR
HAMPTON SHOPS
BROOKS BROTHERS
THE INTERNATIONAL SILVER COMPANY
HAVILAND & CO.
THE LINCOLN TRUST COMPANY
WADSWORTH CHOCOLATE COMPANY
TRIANGLE FILM CORPORATION
L. ADLER, BROS. & CO.
WALLACH BROTHERS
THE COSMOPOLITAN
HARDMAN, PECK & CO.
MAGIC MIST COMPANY
LANCASTER BUTTER SEPARATOR COMPANY
G. W. VAN SLYKE & HORTON

*you are invited to join
CHELTENHAM*

A Unique Exhibit Runs Up High Sales for Pottery House

Keen Interest in a Line of Usually Little Attraction to Dealers and Clerks
Aroused by Ingenious Manufacturing Display

THAT demonstrations have a very noticeable effect in educating the dealer in the merits of a product and in enthusing his clerks about it, is a comparatively recent discovery. Demonstrations are nearly always held for the purpose of appealing to the consumer. While doing this, it has been found they incidentally impart much information to the dealer and his clerks, which it would be difficult to give them in any other way.

A few weeks ago an article in PRINTERS' INK told how the retail sale of Pyrex glass dishes lagged, simply because the dealer knew so little about the new ware that he could not talk it intelligently. After a demonstration was held in his store, sales immediately increased. This was due not so much to the publicity the line received in the community as a result of the demonstration, as it was to the fact that the merchant and his assistants, by listening to the demonstrator, had learned how to use the ware and hence how to sell it.

The experience of the Onondaga Pottery Company, of Syracuse, New York, is somewhat similar, although the circumstances are entirely different and the results achieved of even greater significance.

The china and dinnerware business has been especially negligent in adopting modern merchandising ideas. This Syracuse potter is one of the few manufacturers who have recognized this condition and have done something definite to overcome it.

Many excuses have been advanced to explain the unprogressiveness of the dinnerware industry in sales promotion. The real reason, however, is that few dealers have been able to make the line show a profit. This was

due to a variety of causes, most of them being rooted in an archaic system of merchandising.

ADVERTISING COMPARATIVELY NEW IN THIS FIELD

Pottery is one of the oldest of the crafts. Clay dishes, of some sort, have been used by nearly every nation, even by barbarous and semi-civilized peoples. Still there are few products in such common use to-day about which the consuming public knows so little and which they buy with less intelligence. Advertising was the first step to take in clearing up this situation. The Onondaga people started to advertise several years ago and have kept it up more or less steadily ever since. While this campaign accomplished nothing sensational, the results have nevertheless been very much worth while. It popularized the brand of the company. It let people know that good ware is made in this country. It established their business on a firmer footing.

Considering the chaotic conditions in the trade, these Syracuse advertisers have every reason to be pleased with the achievements of their campaign. But they know that they have made only a good beginning. They have no intention of stopping now, though a manufacturer with less faith in advertising might, under present circumstances, be tempted to do so. Owing to the European war, American potters are rushed with business. They are so busy filling orders that most of them are not taking time to plan for the future and to prepare for foreign competition that will result at the conclusion of the war.

This gives a skeleton outline of the problems and conditions with which the Onondaga Pottery

(Continued on page 17)

Hammering facts into reluctant brain cells becomes easier every day in Brooklyn.

Here is another fact about the Brooklyn Standard Union.

This paper carried more "Dry Goods" advertising —January to July—than any New York papers except two. Only two passed our total of 1,379,424 lines.

"Dry Goods" advertisers generally know what they are about.



Acres of Diamonds

Russell H. Conwell wrote a lecture entitled "Acres of Diamonds," delivered it fifty-two hundred times, made a million and a half dollars out of it, and spent all the money sending deserving young men through college.

He is mentioned here because he has expressed some of the aims of his life in an article* upon the value of will power, which is published in *The American Magazine*, but the story of the origin of his lecture is more to our purpose.

A certain Arab, whose mind had been powerfully affected by stories of the discovery of diamonds, sold his humble farm upon which he had passed his life, and with the proceeds went out to hunt for diamonds. In the meantime, after its former owner had spent all of his money and died of dis-

* "What You Can Do With Your Will Power," by Russell H. Conwell, in April.

pointment, the largest mine in the world was discovered on the very farm from which he had parted so lightly.*

There are a thousand applications of this story. There is one application for you.

Many advertisers are apt to look for some unusual method of advertising. The regular and time-tried methods no longer interest them. They seek to surprise the public attention—to do something that has not yet been done. But the experience of years still points to the old recipe of telling the real story of your goods, telling it over and over again, and telling it where the people to whom you wish to sell will see it. In this same old backyard you will still continue to find your diamonds, and of the many advertising mediums there is one in particular which bases its claim upon the strong and unusual hold that it has upon a large number of readers, a hold depending upon the service that it renders those readers, and the name of that medium is

The American Magazine

LEE W. MAXWELL, *Advertising Manager*

* Origin of "Acres of Diamonds," by Russell H. Conwell, in April.

A Notable Appointment

Dr. S. Josephine Baker
Director
Bureau of Child Hygiene

Department of Health of the City of New York

will, without interrupting her duties as a city official, hereafter have editorial supervision of the educational course on INFANT CARE in

*Home-Makers' Bureau
Today's Magazine*

This Bureau, with its various courses in household subjects, was described in a three-page advertisement in PRINTERS' INK of August 17.

Company has to work, and will enable us better to appreciate the value of its demonstrations. A year or two back, the company saw that demonstrations in the stores of its dealers would be a good way to supplement its national advertising. But how could dinnerware be demonstrated? That was a question that it took some time to answer.

Finally, it was decided that everybody knew how to use dinnerware, but that not one person in a thousand know how it is made. Accordingly, an exhibit showing the actual method of

sort of a manufacturing exhibit that one would not expect to see staged in a retail store.

The success of the demonstration was instantaneous. People came to see it in crowds. Most of the retailers advertised it liberally. Schools, women's clubs, and other organizations, upon invitations from the store, visited the exhibit. All seemed to be anxious to know how dinnerware is made. They wanted to know how a handle is put on a pitcher, how the edge of a plate is scalloped or some other detail about the craft that had always excited



EXHIBIT IN A DEPARTMENT STORE SHOWING HOW POTTERY IS MADE

making it was arranged. Skilled craftsmen were selected from the factory to conduct the demonstration. They committed to memory an interesting talk describing the various processes. Both a plate and a cream pitcher are made in the exhibit. They are shaped in their entirety from the mass of soggy clay to the finished product, all ready for the firing-kiln. Another part of the exhibit is showing how fired pieces are decorated—how bands are put on and how patterns are transferred to the ware. It is the

their curiosity. A large crowd of interested spectators was not the only result of the demonstration. The dealer's sales on Syracuse ware took an immediate jump. For example, \$7,000 worth of the product was sold in one department store in the week of the exhibit. This is as much as would ordinarily be sold in a few months. Similar increases were shown in nearly all stores where the demonstration was held.

But the greatest benefit derived from the exhibit was the effect it had on the subsequent business

of the dealer. He became a better dinnerware merchant. His clerks sold the product with more intelligence and with greater enthusiasm. When the Onondaga people first planned the demonstration they did not anticipate that it would have any material effect on their relations with the dealer and his organization. But as a matter of fact, the most notable accomplishment of the demonstration is the effect it *did* have in this very way.

Nearly all manufacturers find difficulty in getting their propositions to the retail clerk. In the first place, except in those rare instances where the merchant is willing to co-operate in this regard, it is almost impossible for the manufacturer to talk to the clerk. He cannot always be reached through the mails. It is not practical to visit him in person. And even if he could be reached, it is hard to tell the uninterested clerk about manufacturing processes without boring him. Yet it is manufacturing superiority that distinguishes a product. This makes the best kind of information to impart to the clerk where there is some practical way of giving it to him.

The exhibit of the Onondaga pottery has solved this problem. If most clerks were asked to acquaint themselves with the methods of making dishes, the chances are they would refuse. If the manufacturer asked dealers for an opportunity to talk to their clerks about the way dinnerware is made, many of them would deny the request. However, most retailers are glad to let the manufacturer put on an educational exhibit that will attract people to their stores. The rest comes about quite easily. If the demonstration is interesting enough to bring in the public, it will also interest the clerk. While talking to the spectators and answering their questions, the demonstrators incidentally talk to the clerk. The salespeople unconsciously absorb the very information that the manufacturer desires to give them. It would be a dead clerk

that could witness a week's demonstration of a product without learning many talking points about it.

While the saleswomen cannot spend all their time listening to the demonstrator, they spend a good deal of it hovering about on the edge of the crowd, learning things the while. The potters of Syracuse find that after the conclusion of their exhibit, the clerks talk dinnerware more intelligently and with greater enthusiasm than before. Usually their increased knowledge of the product reflects itself in better sales.

MAKES FOR FRIENDSHIP OF DEALERS AND CLERKS

Here is another interesting result of the exhibit. Somehow or another, it makes both the dealer and his clerks feel more friendly toward the manufacturer and his line. This is where the personality of the demonstrators count. A week gives them time to win the friendship of the clerks in the china and glassware department.

Most large stores carry several lines of dinnerware. To the clerks these lines mean so much merchandise. They are interested in one no more than another, unless, of course, they have been instructed to push certain patterns or have a personal preference for them. After the demonstration, however, the sales force sees a personality behind the Syracuse ware. The demonstration thus wins from the sales force a priceless co-operation that could be enlisted in no other way.

Right now, when most American potters are so prosperous that many of them would regard it as foolish to put money into advertising, the Onondaga Pottery Company is undertaking the most extensive campaign of publicity of its history. National mediums, as in the past, will be used. A new feature of this advertising will be the large amount of dealer work that will be done. Heretofore distributors of dinnerware have extended very little co-operation to the retailer. He has had to hoof it alone. The

To MOTOR TRUCK MANUFACTURERS —and Agencies—

Based upon an investigation in the field covered by Engineering News I prepared a letter showing the kind of motor trucks used by our readers and the kind of information they would be interested in seeing in advertisements on motor trucks.

I have sent this letter to a number of motor truck men and agencies—if you haven't received it and would care for a copy, I'll be glad to send it to you.



Business Manager of
Engineering News

Engineering News is the Engineers' and Contractors' paper published at 10th Ave. and 36th St., New York City—one of the five Hill Engineering Weeklies.

All members of A. B. C.



The Three Daughters of Nockamixon

The three Hill girls, living on the home farm half the year, work winters in Philadelphia—one is a milliner, one is in a photographer's studio, and the third is a stenographer in the city's biggest department store. Which means that they are all dressy, know what's what, and wear their clothes well. But put these three Hill girls in a crowd of Nockamixon young folks, at a summertime party, and—as far as clothes go—you can't tell which are the ones who work in town and which live home the year 'round.

Of course, the girls at home don't find clothes-buying as easy, but they get there just the same via the mail-order catalogues, *The Farm Journal's* fashion hints, and their own women's intuition and knack.

All of which reminds us that there are over a million homes to which *The Farm Journal* goes every month, and that there are hundreds and hundreds of thousands of bright young women just like the Hill girls—all keen to be well dressed, and having the means to do it. The paper which will sell clothes by mail will send customers to the store—so go after these country women through November *Farm Journal*, closing October 5th.

The Farm Journal
Washington Square, Philadelphia

Syracuse people will give the merchant all those different kinds of selling helps that have become the usual thing in other lines, but which are new in the pottery field. Above all, the dealer will be shown how to handle dinnerware so as to make a profit. All forces of the campaign will center on the accomplishment of this purpose.

ADVERTISING TO INDUCE BUYING OPEN-STOCK PATTERNS

In the main, the average retailer has found dinnerware an unsatisfactory department because he has not handled it properly. He has attempted to carry too many patterns and then did not keep up the stock. He has tried to sell whole sets of dishes and did not like to sell open stock or individual pieces. The new advertising effort for Onondaga pottery will attempt to overcome this condition. The copy, some of which will be colored pages, will create a desire for certain Syracuse patterns. When those interested in them go to the dealer they can buy an entire set if they wish, or can accumulate the set by purchasing a few pieces at a time. If they break a piece, they can buy another from their dealer. In this way a permanent business will be built up for the merchant. While many retailers have been selling dinnerware in this way for years, the fact has never been generally known and certainly not linked up with national advertising.

Lumber Men Favor Trade-marking

At a meeting of the newly organized National Retail Lumber Dealers Association, September 7 and 8, in Chicago, one of the principal topics under discussion was the protection of the buying public against the sale of a grade of lumber inferior to the grade specified. The association went on record in favor of the trade-marking of all lumber products to show in what mill they are produced, and indicating the grade to show the consumer that he is getting the specific kind of lumber asked for. The organization endorsed the advertising being done by the National Lumber Manufacturers' Association.

Thinks "Fear Appeal" Hurts Market

DU PONT FABRIKOID COMPANY, INC.
WILMINGTON, DEL., Sept. 8, 1916.

Editor of PRINTERS' INK:

Your editorial, "The Justification of 'Scare' Copy" in the August 24 issue impels me to express a conviction on this subject.

Probably 99 per cent of the population of this country wants to ride in automobiles. The proportion prevented by lack of funds is rapidly diminishing as prices of cars come down.

The next biggest obstacle to be overcome in making auto buyers is fear. Thousands want cars, and could buy them, but are afraid. This fear is largely the fear of the unknown—always exaggerated.

But advertisers of auto specialties instead of reducing this exaggerated fear which prevents sales of cars—and therefore of said specialties—are spending wads of perfectly good money increasing it.

We find the chain people picturing Death hovering in the path of the motorist so careless or unlucky as to be caught on a wet road without chains. The wire-wheel makers realistically depict the horror in the faces of the doomed occupants of the car whose wooden wheel has "busted."

The glare-reducer manufacturers show our sweethearts and wives being projected into space as the blinded chauffeur turns the car into the ditch.

The driver who neglects to equip his car with So-and-So's brake lining is pictured helplessly crossing the railroad tracks in front of the limited express, and so on.

Is it not time that automobile manufacturers and advertisers should point out to those misguided dealers in horror that such exaggerated advertising will surely "kill the goose that lays the golden egg" in many cases, wherein fear is the chief obstacle to sales?

There are plenty of good, sane selling points in these commodities that lend themselves to constructive advertising.

We can urge the purchase of a commodity for reasons of safety without threatening death as the alternative.

GEORGE FRANK LORD,
Manager Advertising Division.

Consolidation of Farm Papers in California

The *Live Stock & Dairy Journal*, of Sacramento, Cal., has been consolidated with the *California Cultivator*, of Los Angeles.

Hayes Will Represent "Current Opinion"

Current Opinion, New York, has appointed Metz B. Hayes, Boston, to represent it in New England.

Diplomatic Twists That Spell Dollars in Mail Campaigning

Concrete Instances Showing How It Pays to Vary the Expression to Suit the Character of the Reader

A N important bank in a city not far from the seaboard recently found itself carrying a large number of unprofitably small checking balances. Most of them were ladies' accounts, the bank being known, in fact, as a ladies' bank. It was necessary to communicate with these depositors and explain matters. But how? Many of these ladies were socially prominent and influential. They must not be offended. Neither could they be any further indulged. The bank officials were in a quandary.

However, a letter was eventually sent out and scored so near to 100 per cent results that the bank people could not have been more surprised had it actually made that perfect score. It was virtually a form letter, following an initial statement as to the amount of the depositor's balance. It read:

We believe that some of our depositors have not considered the fact that it is necessary for an account to have an average balance sufficiently large to cover the expense of carrying it. Careful analysis proves that from accounts in which there are maintained average balances of from \$300 to \$500, sufficient revenue is derived to approximately cover the cost of keeping them.

We are calling this matter to your attention, feeling that you would not knowingly want to have your account continue on a basis which is unprofitable to the bank, and that you will now desire to increase your balance at least to a point where the account may be carried without loss. Please do not however, gain the impression that we do not desire your account, for we are most anxious to continue the pleasant relations of the past.

May we not have an expression from you on this subject?

The letter was signed by a vice-president of the bank. The "selling idea" is in the second paragraph. How deftly the sting is taken out of the notice and how gracious an act it is made possible for the ladies to perform. The right way of doing a thing is not always easy to find; it does

not always occur offhand; but it pays to hunt for it.

An exceptionally interesting illustration of the same thing furnished out of the experience of a large terminal company of New York. It had been necessary to announce an advance in storage rates a short time before the letter in question was written, and the announcement had been conceived and made in a spirit of melancholy duty.

PUTS CHEER IN ANNOUNCEMENT FOLLOWING A PRICE-RAISE

Whether or not the president of the company decided that it was a time for cheer, or whether he merely took a sensible way of getting certain desirable information, is not disclosed, but the fact is that he wrote this letter to his tenants, and it was a record-breaker in pulling power:

We are thinking of extending the activities of this company into a new field, and I am sending letters to a number of our tenants with the hope that I may receive the benefit of their advice and suggestions, even though the new department may not be of individual advantage to them.

It is our plan to secure a large building somewhere near Forty-second street, Manhattan, and equip one of the floors with meeting-rooms, writing-rooms, telephones, information bureau, and all of the facilities and comforts which might be used by visiting buyers, or the salesmen of our tenants and customers. The other floors to be used for the purposes of providing exhibition space for the sample lines of goods manufactured by our customers throughout the country.

It is perhaps our chief aim to offer to the manufacturer in the Middle West an opportunity to show his goods at a location which he ordinarily could not afford, and under the most favorable conditions, and, at the same time offer him what other exposition buildings have not and cannot offer, the underlying service of our terminal company to handle and distribute his products in New York and vicinity.

We should also couple with our present service expert packing, customs service, and many other refinements which will readily occur to you, and as you have probably encountered the problems of a New York location, with its attendant expense, I will appreciate it very much if you will give me your

INSTALMENTS

(1)

Collier's sells about 88 per cent. of its subscriptions on the partial-payment plan.

This plan automatically maintains a high reader standard because our representatives may accept subscriptions only from selected persons of verifiable credit standing and residential stability.

Neither these representatives, who work on commission, nor ourselves, can afford to risk loss by delinquency, cancellation or default of subscribers. So we are extremely careful.

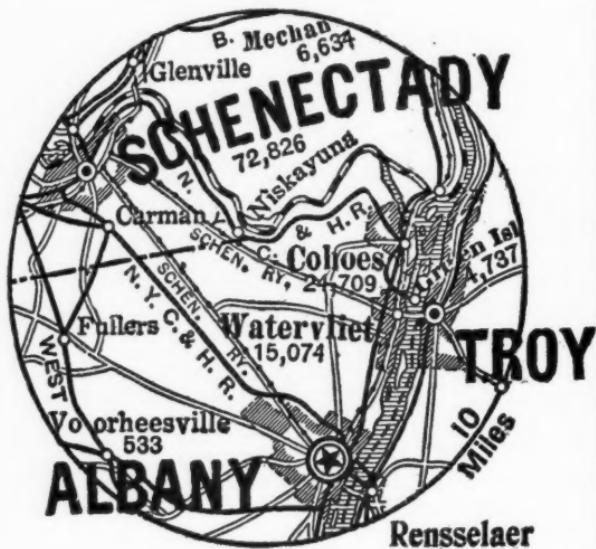
As a result we carry successfully a very large credit business. To the progressive business man good credit is the very best possible recommendation. Our selling plan assures you of good credit recommendation consistently in the case of the instalment subscribers who help to make up Collier's Trade-Marked Circulation.

Subscribers
776,000



Total Circula-
tion
921,000

One Big Newspaper Covers



and

The Capitol District For You

Rate Six Cents Flat

Net Paid Circulation for July 43,931

*Advertisers, Sales Managers and Space Buyers
Are Requested to Write*

**THE KNICKERBOCKER PRESS
FOR FACTS**

PUBLICATION OFFICE TROY
18-22 Beaver St., Albany, N. Y. 382 River St.

SCHENECTADY
Wedgeway Bldg.

(Member of A. B. C.)

views as to the desirability of such a service as I have outlined, from the standpoint of the manufacturer.

Thanking you for your reply, which I am sure will be helpful, I am, etc. etc.

When this letter was written, the president had no definite idea of establishing a buyers' service. The idea had simply occurred to him as a good thing, and he was "thinking" it over, as he said, with the prospect that it might turn into something some day. But the responses to this "best long letter" one advertising man says he ever saw, were so uniformly favorable and urgent that the company felt itself obliged to provide at once the building suggested. In the meantime no one has heard a single protest about the increase in storage rates. You will notice there was not a mention of it in the president's letter.

Two or three years ago many American concerns doing business in Canada began to notice a strongly nationalistic strain in Canadian manufacture and buying. Some of the American houses scented danger in this, and started out to combat it in one way or another. There were some who thought there was a better way of getting business than by arguing with customers. Among these latter houses was Hogan & Son, especially well known in the steel trade for its correspondence. Hogan & Son's investigator had reported that the Canadian current was running too strong to try to divert it, and the house therefore took this tone in its next form letter.

It is well worth studying. I read:

Your patriotic slogan, "Buy Canadian Goods," is very wise; to carry it out means prosperity for the Canadian manufacturer, the Canadian laborer and Canada as a whole.

There are some varieties of steel, however, which are not yet made in Canada; and some others that can be made to better advantage in the United States; which, after your own market, is the most logical for your use.

We can ship these varieties of steel (as shown in the enclosed stock-list) to you direct; and, if you wish, send the bill to your local dealer, giving him a commission on the sale. In this way you will do a good turn to a Canadian and at the same time take advantage of the superior service we can give.

While our steel is all made in America, we want to do business with you in the Canadian way. Tell us exactly what you want, and we will carry out your instructions to the smallest detail.

We look forward with pleasure to your first order.

The letter was unusually successful in cementing relations and producing business.

Many good letters and propositions are weakened by being put in a negative or conditional way. An American engineer recently thought of going to South America and concluded to see if he could not make connections with some American houses. He prepared a form letter to send around, but before sending it showed it to a friend, who at once ruled it out:

"Don't say '*If I can make satisfactory arrangements,*' and so forth. Start out by saying flatly: '*I am going to South America to represent a limited number of manufacturers of machinery,*' etc. No harm will be done if you do not receive a sufficient number of replies to warrant going ahead. The replies will all be inquiries for further information. On the other hand, if you betray doubt as to your plans, you will find your houses hesitating, too."

The engineer adopted the expert's advice, and had no difficulty in securing a satisfactory number of connections by means of the reconstructed letter, the actual number of responses being 71 out of 116 letters, with 30 very much interested.

BANKING ON PUBLIC'S PROCLIVITY TO "SIGN ON DOTTED LINE"

Two years ago the Fifth Avenue Coach Company of New York wished to extend its bus system into new territory. It was necessary to obtain permission from the municipal authorities. There was danger of the usual amount of obstruction developing, and the company cast about for some way to assure and expedite the permission. The logical thing is not always the thing embraced by a public utility, but in this case the coach company did it—it created a definite demand for its service. Its method was as follows: It

put all the facts into a folder and put the folders before the 'bus-travelling public. Passengers were invited to take them from a rack or off the seats and return them with their signature, the latter signifying approval of the routes indicated.

These signatures—there were several thousand of them—were strong as a petition, but they were stronger as a mailing-list, and to it the company sent out this form letter, which explains itself:

We thank you for the endorsement of our extension programme, which you expressed recently by signing a folder similar to the enclosure.

Now comes the most important step in the movement of helping us to help you: The Board of Estimate and Apportionment must be urged to grant the applications of the Fifth Avenue Coach Company now before it, and a personal letter from you to them, stating your reasons why this company should be permitted to make its service more extensive and useful, could hardly fail to have its effect.

The widespread enthusiasm with which our announcement has been received leads us to suggest this additional step in your interest.

P.S.—Please write to-day to Board of Estimate and Apportionment, No. 277 Broadway, New York City.

When the matter was put up to the public as something concerning its own comfort and convenience which it would have to fight for, the response was instantaneous and overwhelming. The extensions of the franchise were at once granted by the Board.

Many department stores want to carry charge accounts, but they almost invariably present it to the customer as purely an accommodation. Also they have been in the habit of surrounding the process of opening such account with so much formality that many possible charge customers have been repelled. Contrast with these instances that of a prominent New York store which sent out this unaffected letter to a selected list of women living in and about Greater New York:

Dear Madam:

We would appreciate the privilege of charging any purchases that you make in this store and trust you will afford us the opportunity to do so.

An account will be opened in your name if it is agreeable to you. It will not be necessary for you to make ap-

plication at our office, but simply to order your selections "charged" either in person, by mail or 'phone.

The letter itself is attractive, but a large part of the secret of its success lay on its having been mailed to reach the women on Monday morning. Why Monday? Because it is above all the one day in the week when ladies are interested in buying. They have pored over the Sunday papers and made up their minds to purchase certain articles, probably at the stores advertising them. Then just before they leave the house comes this letter from the department store offering the charge convenience with no further bother. Now where do you think they are going to call that Monday?

CAREFULLY TIMING THE HOUR OF RECEIPT

The time of mailing was also the very crux of the mail campaign conducted in New Haven last year by the United Illuminating Company to increase the consumption of current and sell Mazda lamps. Three letters were planned. The list to which they were to be sent was made up of non-users of electric current. The first letter read:

We have selected the names of 1,000 residents in New Haven, yours being among them, to whom we will make a special offer of \$2.75 for each outlet in their homes; this is cost price; we pay the contractor his profit for you. This means that whether you have one or more electric bulbs coming from one outlet the wiring will cost the same.

As this offer will remain open only thirty days, we request an early opportunity to show you the advantages both as to cost of lighting and superior illumination.

The letter was mailed at 3 p. m., so that when it was delivered at the homes it was read under gas-light, and a comparison of the relative illumination, convenience, safety and so on of the two systems was thus forced upon the house-owner.

The second letter was mailed about a week later and was addressed to the lady of the house on the same list. It was posted before 9 o'clock Saturday morn-

ing so that it would reach the lady about 11 o'clock, when she was presumably in the midst of her tidying up for Sunday and had her hands gloved and her head bundled up to protect her hair from the dust. This letter renewed the installation offer made in the previous letter and stated that it would show her how to clean by electricity for the price of one carfare, five cents, and not soil her hands, at that.

The immediate effect of the letter was to start the local electrical contractors bidding against each other for the installations and thus bring the price of them down to \$2.25 per outlet, or 50 cents below the company's price. This gave a powerful momentum to the campaign and made it a full-fledged success within a fortnight, so that the third letter was never sent.

The element of time figures in the following incident, though not at all in the same way. It is a moot question whether it is good

practice to post the buyer on your salesmen's coming visits. But there's the other chance that when your man does look in, the buyer may be out of town. Then the traveler has to make the next stop or two up the line and drop back next day or next week. It isn't always safe to try to prepare against this contingency by asking the buyer to make up his order and hold it for the salesman. I doesn't always hold indefinitely.

The Columbia Mills, manufacturers of window shades, shade rollers, shade cloth, etc., have been using a form that is said to be as effective as it is simple. The fact that the company occupies a commanding position in the shade cloth industry may have something to do with the letter's success. The announcement of the salesman's coming call is not the main point, but the order blank under the perforated line, headed, *not* "order blank," but "Items for attention when Columbia Mills salesman calls."

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

PRINTERS' INK

Evidently the way the letter works is this. Not being a formal order blank, it is used by the buyer as a memorandum. If the salesman calls while the buyer is in, well and good. Nothing is said about leaving the order in case the buyer leaves town, but that takes care of itself in many cases—the buyer turns the memorandum into an order.

Collection letters above all others must strike the right note. Here is one from Hogan & Son, before mentioned, which produced very good results:

You have plenty of bills of your own to collect, and you know how good it feels when a man pays up promptly; how you feel like doing him favors.

That's the way we have always felt toward you, and we want you to let us feel the same way this year. We want you to pay your overdue account now, before it gets any older.

Won't you go to your bookkeeper, and say,

"Send a check to Hogan to-day."

Thank you.

Direct mail advertising, like other advertising, is probably, as its enthusiasts say, merely in the dawn of its development. The very ease and flexibility of direct mail campaigning are twisted into objections by many executives: they put off taking advantage of the thousand and one opportunities for quick selling drives or slow good-will cultivation on the plea that they cannot take the time to think up new ideas or hatch them out.

"Then buy brains" would be the natural retort. But all that the expert can do is to pick up the ideas lying around loose in the business. They are nowhere else.

For instance, see how the Lehigh Valley Railroad shook an A-1 idea out of the daily routine. Some official in the organization discovered recently that 98 per cent of its freight trains had been on time for three months. Possibly every other road had made as good a record, but nobody would believe it offhand. The purchasing manager at once wrote every shipper or receiver, advising him of the record. The increased business resulting from the shippers paid for the cost of the letter and was reflected in other lines.

Another illustration: Lord & Taylor, New York, are intelligent and consistent users of form letters, but they occasionally run dry of ideas and have recourse to the outside viewpoint.

"Have you told the suburban public you are nearly half way between the great portals of the city, seven minutes from the Grand Central Station and nine minutes from the Pennsylvania Terminal, and that you make hourly deliveries on that account?"

The house had not, but it did tell, with excellent results.

Every man's business has some service to tell about that will interest the public, otherwise he would not be in business at all. If he tells it in the right way, still bearing in mind that brevity and good humor are also service, he can hardly fail to add either to his sales or prestige.

Lyon Plans for Big Sample Fair

The city of Lyon, France, is completing plans for a "sample fair" of even greater scope than the one held last spring. The time set is the first two weeks of March, 1917. Booths will be erected on both sides of the Rhone for a distance of six miles, and it is expected that many public buildings will be used for overflow exhibits, as was the case last year.

The directors of the fair state that an extensive system of publicity has been organized in order to attract buyers from other countries.

Manufacturers will control their own exhibits, arranging their samples, patterns or models, and receiving prospective purchasers. They are forbidden, however, to deliver any article during the period of the fair or to sell any goods at retail.

New Motor Company

Another automobile company entering the field is the Blackstone Motor Company, capitalized at \$100,000. The company has offices in Chicago and plant in Momence, Ill. It will make an assembled car to sell at \$845.

A. E. Patchin, formerly general sales manager of the Double Service Tire & Rubber Company, of Akron, Ohio, is handling the sales. Plans are being made for a farm and newspaper campaign in the South.

The *Kansas Farmer*, of Topeka, Kan., is now a member of the Associated Farm Papers, represented by S. E. Leith, New York and Chicago.

My Kitchen Pets

The department by this name in The Designer invites and answers inquiries concerning kitchen equipment of any and all descriptions. It discusses modern devices with the authority of experience.

THE DESIGNER

In addition, this magazine purchases from its readers records of experience with household apparatus.

This is but a sample of the practical service rendered its subscribers by

The Designer



Our Guarantee

"That guarantee only is good which is absolutely unnecessary."

All advertisements appearing in Good Housekeeping Magazine are absolutely guaranteed. Your money will be promptly refunded, by the manufacturer or by us, if you purchase goods advertised with us and they prove unsatisfactory. This applies equally to purchases made through your retail merchant or direct from the advertiser. The only condition is that in making purchases, the reader shall always state that the advertisement was seen in Good Housekeeping Magazine.

Making it so—

IT is one thing to tell the public that advertising is a real service—it is another thing to *make* it so.

The guarantee behind Good Housekeeping's advertising pages is a vital, throbbing thing. More than a series of words and phrases, it forms the rock upon which has been deliberately built a reader service as definite and as tangible as that of any department in the Magazine.

As a logical outgrowth of the guarantee have been established other powerful factors that have helped materially to visualize to Good Housekeeping readers the *service of advertising*.

What these factors are—how they have together worked to make Good Housekeeping what it is—will be told in the next few issues of Printers' Ink.

GOOD HOUSEKEEPING

119 WEST FORTIETH STREET, NEW YORK

A series about Good Housekeeping readers and advertising.
Next—"The Institute."

Reach 90% of Canada's Family Trade

IF your goods are sold in Canada through retailers of groceries, hardware, dry goods, men's wear, or books and stationery, then you can have *in each of these trades* a sales force of from 10,000 to 15,000 behind-the-counter salesmen. Each of these direct salesmen has intimate and regular contact with at least 100 families. At 5 members to a family, these direct salesmen reach from 5,000,000 to 6,000,000 consumers—or 90% of Canada's total population.

These direct salesmen in these five divisions of retailing are readers of

MacLean's Retailers' Newspapers

*The Canadian Grocer
Dry Goods Review
Bookseller & Stationer*

*Hardware & Metal
Men's Wear Review*

The following extract from a letter from the advertising manager of the Goodyear Tire & Rubber Company in Canada indicates the thoroughness of the circulations of all these five MacLean publications:

"You will, no doubt, be interested to know the result of a test we recently made.

77% Subscribed to "Hardware & Metal."
55% Subscribed to "Hardware & Metal" only.
22% Subscribed to "Hardware & Metal" and another hardware paper.
11% Were not clear and therefore discarded in the above.
9% Did not subscribe to any hardware paper.

We might add that we were agreeably surprised at the large percentage of dealers who subscribed to "Hardware & Metal," as it proves conclusively that your paper covers the Canadian hardware trade better than any other publication."

These MacLean retailers' newspapers are virile, fearless, informative and inspiring. None of them is an "organ." All are nationally circulated. Every subscriber pays cash for his subscription, full price.

THE COST OF SPACE

in these publications is indicated by the following:

	Frequency	Minimum Page Rate
<i>Canadian Grocer</i>	Weekly	\$19.00
<i>Hardware & Metal</i>	Weekly	19.00
<i>Dry Goods Review</i>	Monthly	30.00
<i>Men's Wear Review</i>	Monthly	25.00
<i>Bookseller & Stationer</i>	Monthly	25.00

Type page in all measures 3 cols. x 2½ x 10 inches.

Canadian retailers in all lines are doing big business. Canada is prospering even as the United States is. If your goods are sold in Canada through retailers, use these mediums for best results.

MacLean's Fourteen Publications

Grouped according to class are as follows:

Five Retailers' Newspapers
The Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Bookseller & Stationer

Two Magazines
MacLean's Magazine
The Farmer's Magazine

Six Technical Mediums
Canadian Machinery
The Power House
The Canadian Foundryman
The Sanitary Engineer
Marine Engineering in Canada
Printer & Publisher

One Commercial Newspaper
The Financial Post of Canada

Copies and advertising rates on application.

The MacLean Publishing Co., Ltd., Toronto, Can.
 Montreal, Winnipeg, New York, Chicago, Boston, Cleveland, and London, Eng.

Applying Mail-order Principles to Political Copy

Hull Campaign Committee Secures 8,915 Coupon Pledges from Illinois Voters

SLLOWLY but surely politicians are awakening to the fact that the methods which proved most successful in selling merchandise can be adopted to selling candidates for office. There is a decided merchandising slant to many of the numerous political campaigns now under way, one of which, the campaign to nominate Morton D. Hull for governor of Illinois, has even gone so far as to take a leaf from the mail-order man's experience.

Nine weeks ago the Deneen faction of the State Republican party in Illinois faced the problem of "selling" their candidate to the people on short notice. The candidates of the other two factions had several weeks' start on them. The State political machine had been given a careful oiling, and it became apparent that if the Deneen candidate was to be nominated something more than circus politics was needed. Logan Hay, secretary of the Hull campaign committee, didn't think much of the conventional political stunt of hiring halls so that the party followers could be treated to a good-sized dose of spell-binding. He realized that primaries were won or lost as a rule according to the great independent vote—the vote that didn't attend the mass meetings and were not much impressed by silver-tongued orators or the other familiar electioneering

stunts. There was a question in his mind whether or not it wasn't a mistake to spend good money selling voters who were already sold and whose support was already assured. So he decided upon advertising.

A Chicago advertising agency was called in and the problem was laid out on the table. "There is only one thing to do," counseled the agency. "To sell Hull to the independent voters in nine weeks, you will have to go a step farther than simply telling the people who he is, what he has done and what he will do. You have got to get out copy that will be strong



Why Col. Smith's Latest Attempt To Secure a Public Job Will Fail

Col. Frank L. Smith—"The Great Runner"—is making another feverish effort against insurmountable obstacles. People are now recognizing the vainness and weakness of this attempt.

Ask the men you know about Smith and his activities. You will hear that for years he has been engaged in unsuccessful running for office—twice for Lieutenant Governor, for Chairman of the State Central Committee, for Secretary of the State Central Committee, for State Treasurer and for National Committeeeman. In all he was supported by the Lorimer-Lowden-Thompson faction.

The man who knew will tell you that through all these years of job hunting he has captured but three hours. First, he was a "Cub" on the staff of Governor Tammie, a pretty a circus ticket. Second, he was in the campaign in 1936 for Senator George H. Tammie. Third, he became Collector of Internal Revenue for the Peoria District—certainly not an amateur position. (Privately, he helped to organize the Illinois State Federation of Labor.)

plan and administration. To perceive how Lincolnton County has fared with the Lorre-Lewis chapter—but it has survived.

In the last two years Cook County Republicans leaders have been asked, "What's the matter?" and downtown people are wondering what we represent.

Some people opposed to Lorre and his supporters may wish to see her Senate to share their disgraceful record in the Senate and Thompson. But a vote for Lorre is a vote for the same old gang.

WHY THIS SONG?

And now he offers this unique experience to the people of Illinois, asking them to elect him Governor. Does such experience equip a man for the governorship? Compare this record with Senator Hull's 20-year fight for social betterment and his 10-year official record—an energetic, progressive, efficient. All know just what Hull has accomplished—it is a matter of public record.

and public pride.

Hull has the support of forward-looking Republicans. The Progressive Committee of Cook County has endorsed him. The rank and file of down-state Progressives have given him their endorsement. The wives, mothers, brothers, sisters and daughters of whose military duties relate closely to the perils of the Hull campaign board. The famous "Land of Hope," of which Hull was the courageous leader in their continuing efforts for new-day legislation, has given him its hearty endorsement. The people of Illinois cast their support in each county to Hull. All over the state good government organizations are demanding Hull.

Hull Will Carry Cook County

Smith has been most uncompromising against China because he opposes Chicago, Chicagoan won't let him in, and so does Thompson's former teachers—the Thompson-London committee. He has been instrumental in getting the Thompson-London Committee to support Smith's attempt to get the Chinese to give up their demands for the Livingston house for peace. His sentiments are in line with those of the present Lorimer-London-Thompson faction. He supports primary legislation to regulate the labor market, the organization and rehabilitation of the state institutions, the updating of the employee of the state institutions, and the introduction of political and placing them open to the public, and other matters of forward-looking legislation.

tion and administration. In previous years Livingston County has lined up with the Larimer-Lewisia clique—but now it has endorsed Smith.

have responded to him, and down-state people no longer feel he represents them.

Some persons opposed to Lorreman and his supporters may wish to vote for Smith to show their disapproval of Lorreman and Thomsponists. But a vote for Smith will be wasted.

Illinois needs now to this crisis. All the reactionary forces are working touch and go against Hull. They want to continue the easy game of exploiting the public. Hull will put an end to it.

September 13th. -But your moral and your active support are needed at once to combat the evils of the old lagard system. Time is short. Do your duty before it

Please sign and mail the attached coupon today and help to win with Hall.

HULL CAMPAIGN COMMITTEE.
Isaac May, Secretary.

— — — — —

WINTON B. WILLE STATE MEETINGS

— 10 —

I get the report on write for Warren G. Harding, and you will see how I could be of a fine service to this administration.

the example.

www.english-test.net

Clip [Learn more about the Clip feature](#)

— — — — —

COUPONS FROM THIS COPY HAVE BEEN CLIPPED AND
MAILED BY THE THOUSAND

enough not only to get their vote but also to get their active co-operation. You will have to do as the mail-order people do, and put coupons on your ads so that the voters can pledge their support, and then you will have to work out a follow-up plan to make sure that everybody who signs the pledge will get out on primary day and hustle to elect Hull."

The advice was taken. The committee had some doubt about being able to do by advertising in a few weeks what it usually took skilled henchmen to do in months, but the case was urgent. Accordingly space was taken in 350 weekly newspapers, ninety dailies and six farm papers whose combined circulation tapped every political corner of the State. The first ad used in the newspapers dominated all other political advertising. It took up a half-page and was headed "The Crisis in Illinois." The situation was handled without gloves, and spades were plainly branded as such. On the plea that Hull was against the combine and out to cleanse politics of the evils that were alleged to infest it, etc., the campaign committee asked the reader to do his "bit." "Please sign and mail the attached coupon to-day and help to win with Hull." The coupon to be signed simply stated that the signer was in sympathy with Hull and his policies, as indicated in the advertising, and would like to do something to help nominate and elect him. This opening announcement was quickly followed up with similar copy, but in less space.

Contrary to the expectations of the committee, the pledges began to come back in a most reassuring volume. Roy O. West, Hull's campaign manager, stated a few weeks after the campaign was under way that 8,915 signed pledges had been received from the newspapers alone. It is expected that this number will be more than doubled by primary day, which means that the advertising has created 16,000 Hull workers in only nine weeks' time. Whether this army of workers will prove enough to nominate Hull in the

face of the strong opposition is a question, but in any event the manner in which these workers were created holds a suggestion for other politicians to whom the disbursement of electioneering funds is entrusted. If more of the campaign fund went into business-like advertising and less went for hiring halls and oiling the machine, we would not hear so much about the high cost of filling political offices.

Harley-Davidson Will Add Bicycles

The Harley-Davidson Motor Company, manufacturer of the Harley-Davidson motorcycle, will place on the market a line of bicycles for next year. This company never manufactured bicycles before.

The company will change the color of its motor-cycle with the 1917 model to an olive drab. The present color is dark gray. The change of color is due to wide U. S. army use given the motorcycle, and the new color will conform with the standard army drab color. Also the company will have the advantage of color to present to army officials when the latter are selecting additional machines. It is purely a merchandising device.

The 1917 model is announced in the motor-cycle trade-papers with eight pages of the company's advertising, in addition to which the different manufacturers of accessories, parts, etc., on the Harley-Davidson motorcycle have taken a total of twelve pages in the same issue. Two colors are used. Also this company will come out with a four-page announcement of the 1917 model in *Popular Mechanics*, in two colors.

New Agency on the Coast

A. Carman Smith, formerly vice-president of the General Advertising and Sales Corporation of Los Angeles, Cal., and C. F. Crank, service director for the same organization, have entered the advertising field in Los Angeles under the business title of Smith-Crank, Advertising Agents. Mr. Smith was for some years an officer of the Newitt Advertising Agency of Los Angeles. Among the accounts handled by the new firm is that of the Lusterall Company of Los Angeles, manufacturer of "Lusterall," a body renewer for automobiles. Copy is now being placed in farm papers, small dailies, and automobile trade journals. The new agency also handles the advertising of the Moreland Truck Company of Los Angeles, which is planning to advertise in South America and the Orient to build up its export business.

Cosmopolites

Into New York daily stream tens of thousands of travelers—the thousands distinguished by the possession of the means and leisure to travel.

And just as the inclination to travel sorts out these thousands from the millions, so do New York's leading hotels sort out from the masses those who live well and know how to spend money.

It is significant to the advertiser who seeks a market among the upper classes that in these gathering places of the cultivated and well-to-do, *Cosmopolitan* is singled out as the favorite magazine.

At the Plaza, The Ritz, The Biltmore, The Vanderbilt, The Waldorf, The Astor, The Knickerbocker, The McAlpin,—as in the fashionable hotels of every other great American city—those people who have the discriminating taste to seek out the best things of every kind *invariably* express their preference for *Cosmopolitan*.

A magazine that has so strong a hold on the money-spending part of a community must necessarily render the advertiser a service that is far above the average.



The November issue has closed with the greatest volume of business—in both space and revenue—of any issue in *Cosmopolitan* history.

Better plan now for December.

COSMOPOLITAN is a
member of the A. B. C.

There Is An Expert Paper Man Near You

In every important advertising center you will find a Birmingham & Seaman office. The representatives there are men who know the "ins" and "outs" of the manufacture and proper uses of paper.

No matter whether your requirements are for 5,000,000 catalogues or 500 envelope stuffers you will receive the same painstaking attention.

You will make no mistake when you turn your paper requirements over to Birmingham & Seaman. They are the exclusive agents for some of the biggest mills on the continent—they control vast sources of supply, and they know the meaning of service. That is why they are what they are—the fastest growing paper concern in the country.

BERMINGHAM & SEAMAN CO.

Paper for Every Advertising Purpose

New York - Chicago

St. Louis

Minneapolis

Buffalo

Detroit

Milwaukee

Philadelphia

Dealers Prove Their Faith in Consumer Advertising

How the Manufacturer of Citrus Cream Secured Nearly 10,000 Dealers in Ninety Days

THERE are plenty of advertising men who will tell you that the dealer is "gun shy" as far as consumer advertising is concerned. He has been told so often and so vociferously about the great demand which is going to be created by the advertising that he is likely to remain cold under the fervid exhortation of the salesman. Further than that, he has listened so many times to tales of the tremendous advertising which is "going to be done" (and which has not always materialized) that he prefers to wait until the copy has actually been running for quite some time before giving his co-operation. In short, there is a sizeable group of advertising men who are decidedly pessimistic on the subject of the dealers' attitude toward consumer advertising, and who feel that there is mighty little use of wasting energy in the endeavor to get his co-operation in advance of actual consumer demand.

Those who hold to that view may find matter of considerable interest in the experience of the Laughlin Fruit Refining Company, of Los Angeles, which up to date has run for its Citrus Cream exactly two full pages of consumer advertising a month apart. Meanwhile it has increased its jobbing representation from ten or twelve to more than 200, and its dealers in proportion. Last April it had approximately 2 per cent distribution; now it has nearly 30 per cent. And taking it altogether the biggest factor in the campaign

has been the belief in advertising on the part of the individual dealer and jobber. The company took it for granted that the average druggist was interested in advertising and proceeded on that basis. The results amply justified the belief.

Homer Laughlin, Jr., president of the company, described the campaign to a representative of PRINTERS' INK as follows:

"Though we have been manufacturing Citrus Cream for two and one-half years," he said, "our first advertising appeared in June of this year when we ran a full page in the *Saturday Evening Post*. This was followed by a second full page in July, and a third page will appear in October, supplemented by a page in the *Literary Digest*. Before our advertising campaign was planned we had a 2 per cent distribution throughout the United States. This was the result of our exhibit at the Panama-Pacific International Exposition, which was attended by many druggists who became inter-



STARTS THE DAY OFF RIGHT

SHAVING SOAP

stick, powder, cream or cake

STYPTIC PENCILS

stops blood—saves time

SHAVING BRUSHES

quality bristles, easily cleaned

TALCUM POWDER

your favorite brand and odor

CALIFORNIA CITRUS CREAM

made entirely of lemon—relieves irritation, cleans the pores and protects the skin. 25c the tube.

SEE US FOR

SHAVE COMFORT

DEALER'S NAME AND ADDRESS

DEALER'S OWN SET-UP OF COPY SUGGESTED BY MANUFACTURER. NOTE INCONSPICUOUS POSITION OF CITRUS CREAM

ested in our cream and stocked it to some extent. We also had one salesman on the road calling on jobbers and he had sold a few of them. The jobbers' salesmen had stocked a few more druggists. During the three months since our campaign was decided upon we have placed the product on the shelves of an estimated total of 10,000 dealers, and secured a total of 200 out of a possible 700 jobbers. And, of course, our work of extending our market is by no

means over. We are adding jobbers every day.

"Our decision to advertise Citrus Cream this year was made rather suddenly, and was based on the fact that we found ourselves able to handle an enlarged production in our factory a little sooner than we had expected. The whole campaign has been in the hands of the Lewis H. Mertz agency, of Ontario, Cal., and is not dissimilar to the national campaign handled by that agency

of its manufacture the whole lemon is used—skin, seeds, juice and all—and there is absolutely nothing else than lemon in the cream.

"When our plans were made for the full page to appear in June we undertook a mail campaign simultaneously to the jobber and to the retailer. There were three pieces in the campaign to the retailer. First we sent out a letter reproducing our exhibit at the Exposition, and telling of the gold and silver medals received there. This letter emphasized the fact that the cream is a new and unique product which does not compete with other creams the druggist might be carrying. A few days after the letter had gone out we sent out a broadside which played up to the retailer the fact of our coming consumer campaign and listed the many uses for the cream. This broadside emphasized our dealer-helps as strongly as the national copy. A window display was reproduced in colors, and the dealer was urged to send in for electros and moving-picture slides. A return card was included which used half its space for a dealer-help order-blank, and half for an order-blank for the product itself. In ordering the helps the dealer had to tell us how much cream he had bought and from whom.

"The third gun in our battery was a full-sized proof of the page ad with a prominent announcement of the date of insertion. With this we included a red cut-out arrow, and the following letter which is self-explanatory:

"You See It First—But Your Customers Will See It June 15.

"We want you to make real



MAGAZINE COPY THAT OPENED THE CAMPAIGN

for the Hotpoint electric heating utensils.

"Probably every manufacturer regards his product as something 'distinctly different,' and so I presume I am following the standard formula when I say that our problem of marketing has some features which are certainly unique. There is no other product like our cream manufactured anywhere, and the uses to which it can be put are such that nothing else can be substituted for it. It is made from lemons and in the process

Gardens

THREE'S something about gardening that carries an irresistible appeal.

It's an appeal which comes from economy, from the pleasure of eating home-grown vegetables—the love of putting something in the ground and watching it grow.

We talk to 900,000 subscribers about gardening. Our Little Gardens Clubs have spread everywhere. And through us, seed and poultry men sell to our 900,000. Judged solely by inquiries and sales, this advertising has increased every year. This Spring forty-nine seed and poultry advertisers used

THE PEOPLE'S HOME JOURNAL
80 Lafayette Street, New York

A. B. C. MEMBER

THE PEOPLE'S HOME JOURNAL has 1093 subscribers in Springfield, Ohio, exclusive of news-dealers' sales; 85 "subscriber-agents" represent it there.

THE PEOPLE'S HOME JOURNAL has 289 subscribers in Joplin, Mo., exclusive of news-dealers' sales; 39 "subscriber-agents" represent it there.

dollars and cents from this advertisement.

"You lose no valuable time in introducing California Citrus Cream. Full-page advertisements in the *Saturday Evening Post* will create the demand for you.

"Forty per cent profit is yours in return for your co-operation with us in this national campaign.

"To secure the maximum sales from this \$5,000 advertisement we suggest that you hang this ad in your window. Place the red arrow so that it points directly to the coupon.

"A large percentage of your customers will see this ad in the *Post* on June 15. They will be attracted by your Citrus Cream window display. They will also note by the arrow that you have anticipated their wants and saved them the inconvenience of mailing the coupon.

"If you have put off securing your supply of cream, 'phone your jobber to-day—nearly half the wholesalers now have California Citrus Cream.

"We guarantee to take back any goods remaining unsold at the end of 90 days, provided the goods are returned in good condition and you have maintained our fixed retail price of 25 cents the tube or 85 cents the box. Your only risk of loss is in not having this cream on your counter when our ads begin—June 15.

"Remember—the ad attached to this communication is worth money to you if you have the cream. In the meantime put it in the window and communicate with your jobber."

"This campaign to the jobber consisted of a letter which fully and frankly set forth all of the details, and a copy of the dealer broadside with a reproduction of the consumer ad.

"No sooner had the first piece of copy appeared than letters and broadsides were sent out to jobbers and retailers telling them about the second consumer ad which appeared a month later. In these new letters and broadsides it was taken for granted that the retailer was now selling Citrus

Cream, or that if he had failed to stock it, that he was receiving inquiries from the public in regard to it. It was urged that the new copy would be productive of a greatly increased demand, and it was all the more important that the dealer, if he had already stocked our cream, should increase the amount carried, and if he had not yet stocked it that he must do so at once.

"The same plan will be followed in connection with the copy which will appear in October. Letters and broadsides will be sent to jobbers and to retailers in regard to the new copy and they will again be urged to prepare themselves for the inevitable increase in consumer-demand which will follow."

The results of the campaign to date have already been stated. Dealers have not only stocked the goods, but have made large use of the newspaper electros, window display material, etc., which are sent only upon request. Within sixty days the company received requests for more than 600 complete sets of window display material. As Mr. Laughlin puts it:

"The faith we have shown in the ability of the dealer to recognize the great power of advertising is justified. While we have heard frequent pessimistic utterances to the effect that the average retailer does not understand advertising, and does not link up his own efforts with those of national advertisers, our own experience is a very pleasant contradiction of that notion."

A Burley Cigarette Advertised

Williams & Cunningham, Chicago, have prepared a series of advertisements for the American Tobacco Company, announcing "Brownies, the Burley Cigaret." One of the points featured is "Just good, old, brown burley tobacco in pure, brown paper—'rough stuff'—the kind of tobacco you smoke in that good old pipe."

Wrigley's New Copy

The Wm. Wrigley Jr. Co. has added "Wrigley's Juicy Fruit" to "Spearmint" and "Doublemint" in a new series of newspaper advertisements.

Lord & Thomas Creeds

No. 12. *Self-Respect*

Do not use the arts of friendship in seeking or holding trade.

They have no place in business.

You are not selling personality. Clients worth having are not buying good fellowship. You insult them when you intrude it.

You will never gain the world's respect until you show self-respect.

In advertising, any worthy expert is a man of rare accomplishments. He has spent a lifetime in acquiring the ability he offers. It was coined from precious years.

You degrade such talents when you try to sell them as courtiers sell manners.

Then flattery little flatters when used as a business bribe. Compliments used to sway men's judgment are far from complimentary.

In any enterprise worth winning, fawning brings contempt.

Seem the leader if you wish to lead.

Merit is the question in every business deal. Let it stand unhampered and alone.

Alas for the man who ventures in advertising with a sycophant as pilot. Better, if necessary, a qualified boor.

The big men you meet well know that.



Reproduction of a full page advertisement of Saxon Motor Company in the November, 1915, issue of Successful Farming, prepared and placed by the Carl M. Green Company.

How the Saxon Gets Wide Prestige

The Saxon car's quick jump in fame is well known.

"How did Harry Ford, the president, and his associates do it?" thousands have asked.

The whole story is an interesting one—an intense romance in modern business. Here is just one chapter of the story.

They back up all their local efforts with advertising in mediums of broad influence.

The company's advertising campaigns have been built around the widely recognized idea that no customer likes to buy a car, nor any dealer handle a car that is known only in a small way. So they show by their advertising campaigns that the Saxon car has general recognition.

How do they do this? Advertising in Successful Farming gives this desired effect in the farm field.

Farmers who read Successful Farming are broad-minded men who think beyond their own neighborhoods. They are seekers after information from other states than their own. They recognize Successful Farming as a medium of broad influence. For the same reason they are impressed with the wide sale that commodities advertised in it must necessarily have.

The Saxon Motor Car Company covers the best of "Agricultural America" by the use of Successful Farming. The Great Wealth Producing Heart of the Country—by which name Successful Farming's territory is known, represents 80 per cent of the farm automobile buying power of the nation.

Successful Farming is the backbone that gives strength to the ribs or local mediums of the Saxon campaign.

There are many other advertisers who are giving their products widespread recognition in the great Agricultural Heart by the use of space in Successful Farming. Many more would follow the same successful plans if they appreciated the constructive and sales building value this sort of advertising has in every local community.

Successful Farming is remarkably well adapted to help develop this wide recognition in many lines of industry.

It is the Nation's foremost farm monthly, up to date, well illustrated, a potent factor in progressive agriculture, published in the center of Agricultural America, with the bulk of its more than 800,000 circulation where farming has been carried to the highest uniform development and where it is generally most profitable.

To get a grasp on the great farm market or the chances for sales to farmers in the Middle West on automobiles or almost anything else, our Merchandising Data Service will be of value to you. It comprises a thorough analysis of the buying power of the American farmer.

Below is shown a map on Automobile Distribution. Each dot means 1,000 cars. If you think our Data Service will be helpful to you, we will be glad to have a representative call on you.

E. T. MEREDITH

Publisher

Successful Farming

DES MOINES, IOWA

Member A B C

Covers the Great Wealth Producing Heart of the Country.

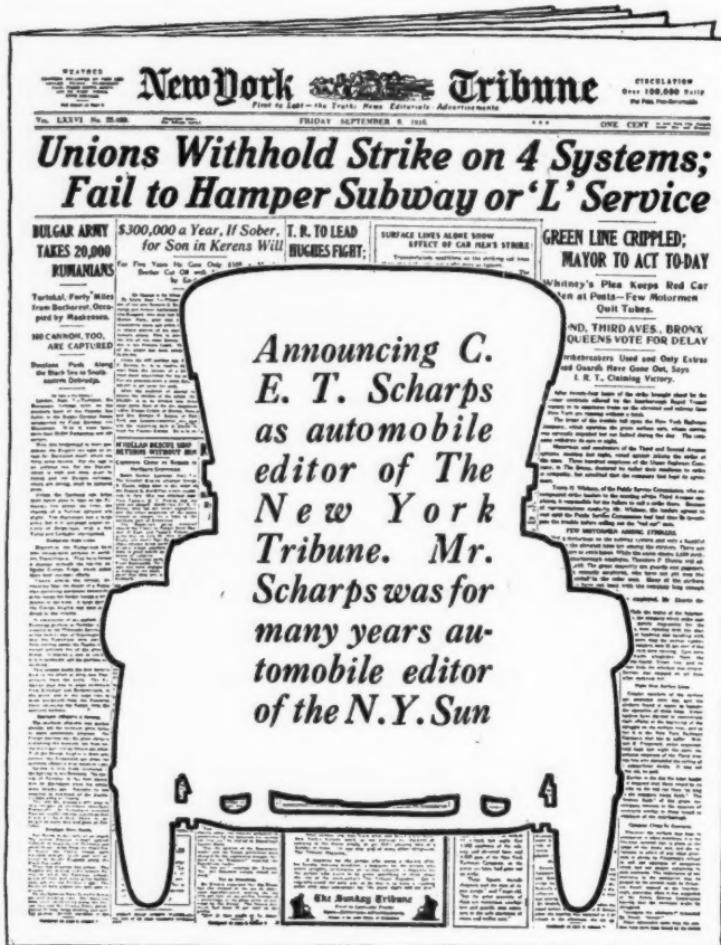
~~Chicago Office
1119 Advertising Building~~

New York Office
1 Madison Avenue



A Definite Data Map showing the distribution of cars January 1, 1916. One dot equals 1,000 cars.

A NET PAID, NON-RETURNABLE A. B. C. CIRCULATION OF OVER 100,000



Tribune Service.

AN AUGUST DISPLAY ADVERTISING GAIN SIX TIMES GREATER THAN THAT OF ANY OTHER NEW YORK MORNING NEWSPAPER.

What Happens When the Agency Cares for All the Advertising

A Vivid Description of the "Before and After" Conditions That
Prevailed with One Large Advertiser

By Merrill J. Louis

THIS is the story of some of the things that happened not long ago in a large and prominent advertiser's organization, when he abolished his advertising department at the most unseemly and the busiest period that could be selected for such a startling, if not revolutionary, change.

This advertiser is purely a publicity advertiser, but his appropriation for magazine and newspaper publicity alone runs close to \$500,000. It approaches a million, considering all the work and time and material that he charges to his advertising accounts under a variety of names. When he made the change he left no question that his advertising was "up" to and in charge of the *agency*.

This advertiser himself believes, and so does his sales manager, that it would not be the better part of wisdom for all, or even many, advertisers to leave it all to the agency. This is said on the best of authority. As no identities may be revealed in this recital, it will be telling no secret, nor violating any confidence, to say that the sales manager fought long and hard against the utter abolishment of the advertising department, and even to-day, regardless of the fact that the advertising is being handled to the satisfaction of the entire business, more than one department manager of this business would very probably prefer to have an advertising manager—a rather fully developed advertising department, at least. The sales manager is among the newcomers in the organization. He, too, is satisfied with the work of the agency. If he chose, he could put himself in a place where he could easily put the agency on its mettle. He isn't "for" an agency because he is in love with the agency, nor because

it "has always been done" the other way. He knows, moreover, what it means to work "over" an agency with a big stick, for in his previous occupation he faced a proposition of keeping unusually close watch on his agency, himself carrying the title of advertising manager when it was necessary to use the title. He worked under the eyes of a manager who was in his day known as not only a driver but the most pains-taking watch-dog of every penny expended for space or advertising material who has ever merchandised a long list of products in one of the great cities of the Middle West. This institution was known as one of the best known bargain-page hunters in the business, and a very free and prolific "executioner" of plans, ideas and copy. This sales manager was not responsible for the big reversal of policy here described. As indicated, he wanted to keep, and still believes in the many advantages in having, an advertising department, if not a titular manager.

AN ELABORATE ADVERTISING DEPARTMENT HAD BEEN BUILT UP

The story of the advertiser who abolished his advertising manager and department at one swoop is not at all an old one. The new régime, it may be said, has been on the job long enough to have a thorough try-out, as agency jobs go, but not long enough to give a sure and complete answer to deep-thinking advertising men. This article does not seek an answer; it is simply a recital of facts—and, it is hoped, an interesting lot of facts.

Just a little lineup of the state of affairs in this organization before the big change was made: The advertiser himself has scored the greatest of successes in his

line, in which he was a pioneer less than a dozen years ago. It is said on very good authority that when he contemplated his first advertisement—he has always been a general publicity advertiser—he had a sum of money in his treasury, and it was borrowed money, that would not to-day buy a page in any of the high-priced, large-circulation women's publications, one of which he chose at that time to run his initial copy.

He was "game" and sure; and he, with his factory small and far from paid for, and the machinery not yet fully installed, wrote a check for more than half of the sum in the bank and bought a page.

To say that the product was a success would be repeating history that is well known throughout the merchandising world.

Early in the history of the business the services of an agency and eventually the services of a young man were engaged; he to "handle the advertising mail." He was given a desk and a chair in an unused office-room, and after a while a stenographer. His record in later years makes it unnecessary to state that he very shortly made a real job out of a position that didn't look a whole lot like an opportunity at the start. In the course of a few years he developed one of the strongest and most complete advertising departments in the country; he handled every inch of engraving for his house, including all magazine and newspaper plates, and worked out every item of display material, of which this advertiser is a most liberal user. The department reached an ideal status. It published a house-organ which served a great purpose and is still not among the forgotten, though it ceased to be with the new régime. Inquiries as to this little but once mighty publication continue to come into the advertiser's office every working day.

Even the stenographers' department was placed as rightfully belonging to the realm of the advertising manager. When he was accorded the title (and it was not soon after he developed his de-

partment) there were sixteen employees directly in the department, among them being three or four who may be classed as high-priced.

It is beside the point to try to reason out why this department was dropped, and dropped as suddenly as it was, and the entire advertising work placed in the hands of the agency, and a recently acquired one, at that. To seek the reasons would put an element into this story which would take it out of the realm of simple comparison of "before and after."

It should be told, too, that this advertiser maintains a splendid and large sales organization. This is charged with the field work of advertising. The salesmen themselves or their assistants arrange for window and shelf displays and they place the display material. A great deal of sampling is done, and the orders for sampling literature run into many millions of pieces annually. Even the designing of all this material and the printing, lithographing and distribution were handled entirely by the advertising manager and his department.

AND THEN THE WHOLE DEPARTMENT WAS CUT OUT

One day, without ado or hesitation, the head of the company personally took the necessary steps to "cut out" the whole department, including its head, who was a product of the organization in many ways as much as the merchandise that is made and marketed by it. The house-organ was stopped instantly. A current number was within the shadows of the press. The "season"—this story concerns a seasonable product, so called—was at its height. A few new products had been added not so very long before this happened, and at least two of them were being pushed vigorously.

One or two of the bright young underlings of the advertising manager remained for brief periods. But soon they "accepted other positions." Unquestionably, they assisted in easing up the

(Continued on page 94)



48% More Automobile Advertising

Automobile advertisers have used 25,350 lines more in Leslie's during the first eight months of 1916 than in the same period of 1915.

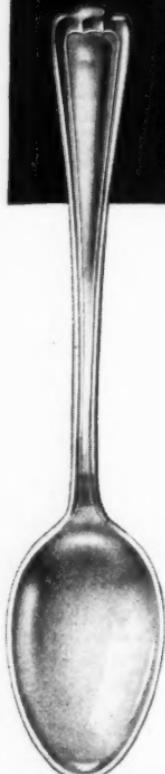
48% more space has been used in advertising pleasure cars, trucks, tires and accessories to the 420,000 subscribers who pay us over \$2,100,000 a year to receive Leslie's every week.

This circulation—three times that of any other \$5-a-year periodical in the world—constitutes one of the best national markets for any quality product.

Leslie's
Illustrated Weekly Newspaper
Established in 1855

Cars at Sheepshead Races—From Leslie's—© Am. Press

1847 ROGERS BROS. SILVERWARE



Users of this famous silverware have admired its beauty and appreciated its durability for more than 65 years.

During this time its good qualities have been so persistently advertised that it is commonly accepted as the standard brand of silverplate.

Remember the name
when you buy.

INTERNATIONAL SILVER CO.
Meriden, Conn.

Protecting Trade Menaced by Rail- road Tie-up

Typical Instances of Extraordinary Efforts by Manufacturers to Stock Jobbers Before Blow Fell—A House in the Drug Trade Used the Telegraph to Speed Up Jobbers' Orders

By Newton A. Fuessle

THE big railroad strike, if it had come, would not have caught all of our manufacturers unprepared. Some of them were looking far ahead and taking no chances. They were protecting their trade and their own profits in every possible way.

In most cases it was a sales problem pure and simple, a matter of making the trade see the danger and stock up before the source of supply was cut off. The methods were probably much the same in all houses, but they are worth while reviewing because of the possibility that the danger is not all past. The country is entering a period of labor readjustment. We may be spared a big trouble, but it is more than possible that we shall encounter a host of little ones and so the story of what was done in the recent unpleasantness has a practical bearing.

One account will do for many. The following details were furnished by the general manager of a large house in the drug line which does not care to claim any special credit for doing what a number of other far-sighted manufacturers did at the same time.

WHOLE ORGANIZATION ACCELERATED

The first real inkling that a great railroad strike seemed not only possible, but inevitable, found this company straining every nerve to protect its many jobbers and dealers. While manufacturers generally, no less than the country's wholesalers and retailers, were as yet little disturbed by the strike rumors, the officials of this house were alert enough to

sense the gravity of the situation and to act without an instant's delay. This was on Monday morning, August 28.

They at once decided to play safe and take no chances. They began immediately to accelerate the whole organization into production and shipping effort. They got in touch with the superintendent of the Western Union Telegraph Company, and started rushing wires to jobbers located at all strategical points, bringing to their attention the importance of placing advance orders at once. It is worthy of note that the peril of the situation had not then dawned on the jobbers. Had it not been for the quick action of the company, a good many more of them would have been caught unawares. Only one of them had up to that time caught a flash of the gravity of the situation and rushed an order for duplication.

The recently announced selling plan of the Western Union Telegraph Company stood the drug company's officials in fine support in this critical hour. Western Union co-operated at every turn with painstaking service and the dispatch of telegrams.

Quick though the drug company officials were to get into action, the whirl of events was destined to make them just a little too late to protect the far Western points of their sales map. The railroad embargo was enforced before its announcement was made public. Thus, as early as on Monday, August 28, shipments were already cut off from all points west of Chicago. And by Tuesday shipments were cut off from all points west of Cleveland.

Even with these obstacles in the way, the company's production, which had been doubled for this occasion, went steadily forward, the plant operating night and day. Although the shipping embargo was swiftly hemming them in, the company did not desist. Routes were now figured for the shipment of goods by trolley and by water. Strategic places which could be reached by

all-water routes were wired, and in many cases shipments were consigned to jobbers for their protection without awaiting formal orders to do so, and without explanation to distributing points.

Anticipating the eventual walk-out of shipping employees in sympathy with the railroad brotherhoods, the company rushed waterway shipments with the greatest possible haste, reaching strategic interior points and Atlantic Ocean points. Water shipments to the Pacific Coast were, of course, impossible. The idea was to get the greatest possible action in advance of shipping tie-ups or embargoes, should these materialize in the untoward course of events.

Another formidable obstacle that loomed in the way of this successful *coup*, consisted of the fact that the factory was already considerably behind in production. Thus the sudden need of unparalleled shipments created a manufacturing problem that had never been faced before by the company.

Another phase of the situation was the peculiarity which governs the demand for its product. It is known as a convenience commodity. Its sales fluctuate strongly in response to local weather conditions. The curves of temperature and of humidity depress sales or send them soaring, as the case may be. Jobbers and retailers alike are absolutely at the mercy of the weather man, and do everything in their power to govern their orders for goods accordingly. This is done in order to insure a quicker turn-over of stock, and to guard against the loading up of stock when its movement is uncertain.

The prevalence over widespread territories of extreme heat had at this time done much to exhaust jobbers' and dealers' supplies of the company's products. Jobbers who are in the habit of ordering about once every ten days had already made heavy demands upon the factory manager, which were directly responsible for the depletion of supplies of finished

products at the factory. The situation, in other words, had delivered a double-action blow: the jobbers were short and the factory was low in stock.

Thus the crisis became apparent to the officials at a time when any real move for the protection of the trade was doubly difficult to manage. Their high ideals of service, however, made hesitation unthinkable, and they grasped the dilemma sharply by the horns.

The later possibility that some good fortune might yet intervene and keep the dreaded strike from actually becoming a thing of actuality did not deter the company for an instant from proceeding just as though the strike were absolutely certain to develop. For they knew that they were safe no matter which way the thing went. Weather conditions had been and were such that if the strike did not actually occur, the jobbers would not be overstocked; while if the strike did occur, the greatest possible degree of protection would be afforded the trade throughout a big sweep of territory.

Crises like this are service tests that try an organization to its roots. And only the keenest sort of organizational efficiency can stand up under the pressure of such unprecedented circumstance.

Toronto Agency's Accounts

Smith, Denne & Moore, Ltd., Toronto, announce that the following are numbered among their advertising clients: Pennmans Limited, Swift Canadian Company, "Mennen's," Dominion Messenger & Signal Co., Bank of Toronto, Trinity College School, Dodge Mfg. Co., Limited, "Eno's Fruit Salt," G. N. W. Telegraph Co., "Paris Pate," "Ingersoll Cream Cheese," Moffatt Stove Co., "Milton Brick," "Brock's Bird Seed," "Wincarnis," "Thermogene," "Willard's Chocolates, Ltd." Crosse & Blackwell, Limited, Harold F. Ritchie & Co., "Gilson Gas Engines," Maxwells Limited, "Nugget Shoe Polish," and Western Salt Co.

Sparton Account Goes to Carl M. Green Company

The Sparks-Witthington Company, manufacturer of Sparton Safety Signals, Jackson, Mich., has placed its advertising account with the Carl M. Green Company, Detroit.

"Yes!" or "No!"

(This Advertisement has become nationally famous. Do you want a copy?)

Hanff-Metzger
Incorporated
Advertising Agents
95 Madison Ave., New York

NEW ORLEANS, the first city in the South, the second seaport of America, was never more prosperous than now. It is no war baby boost, but the result of wise industry, abundant crops, and advantageous commercial location.



NEW ORLEANS is larger than Kansas City, or Indianapolis, or Washington, or Louisville.

To find a city as great in population you will have to go north 700 miles to St. Louis, northeast 1100 miles to Baltimore, west 2000 miles to Los Angeles.

THE NEW ORLEANS ITEM is a newspaper made for the people of the lower Mississippi Valley. They buy it, read it, believe in it.

THE NEW ORLEANS ITEM's fearless, unselfish, public-serving policies as applied to its advertising, news and editorial columns have given it a pronounced leadership among the newspapers of that splendid section.

NEW ORLEANS is the field, THE ITEM its great publicity medium.

Are you ready?

THE ITEM'S SERVICE BUREAU is willing and effective.

Member Audit Bureau of Circulations

JAMES M. THOMSON
Publisher

ARTHUR G. NEWMYER
Business Manager



THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York
Tribune Bldg., Chicago
Chemical Bldg., St. Louis

American Chicle's "Zoo" Window Display

A Device to Get the Children to Buy More and to Consume It Faster

THE American Chicle Company, as a link in its big general campaign now under way, is putting through a window plan that has many points of strategic interest and merit. This idea embraces a merchandising plan that starts with the retailer's window, goes into his store, carries the line of development through his counter and his cash-register, and eventually lands in the purchasers' homes, there to stick and advertise this company's products indefinitely. This is its Chiclet Zoo.

The first motions are stimulated by an unusual sort of window trim. This consists of a large rectangular lithographed steel sign, saying "Ask your dealer how to get this Chiclet Zoo." The members of the zoo are shown on this sign. This piece is suspended from its four corners by stout cords running to the four corners of the window front. Along these cords are strung separately the twelve members of the zoo, three to each corner—an alligator, a bear, elephant, fox, giraffe, hippopotamus, lion, monkey, rabbit, raccoon, squirrel, tiger—each clasping a package of, or advertising in some manner, one of the four brands this drive aims to advertise; Adams' Chiclets, Adams' Black Jack, Adams' Pepsin, and Beeman's Pepsin Gum.

Each of these animals is made of lithographed steel. This display fits flat against the window in a way that attracts attention, and yet leaves the dealer the rest of his window for other goods. Moreover, in addition to its collective value, the trim has this further virtue. Each of the little animals has an easel back. When the display is taken out of the window the cords can be cut and the various animals used separately or in groups on counters, shelves, or in the window again.

So far we have met the prospect stopping before the window to look at the display. He or she

is not told everything at once, but is invited to come in and find out how to get the zoo. If the prospect obeys the summons, inside on the counter stands a large rectangular lithographed steel stand imprinted with the figure of one of the beasts and directions. This stand, or perhaps the dealer personally, ex-



STEEL COUNTER SIGN INSIDE THE STORE EXPLAINS PLAN

plains that for five five-cent wrappers from any of the four brands mentioned above, and a two-cent stamp, the company will send the "makings" of a stuffed cloth doll, patterned after any one of the twelve members of the Chiclet Zoo. Each of the little animals in the window display is num-

bered, and the list is indexed on the counter stand. If the prospect then and there buys a quarter's worth of gum he is entitled to send the wrappers to the company for any of the beasts he wants. This relieves the dealer of any trouble, and incidentally goes toward establishing a mailing list.

The dolls are sent out flat, lithographed in colors on sheets of cloth and backed, with directions for cutting out, sewing together, and stuffing.

There are in this plan several points of vantage. The first, as pointed out, is that the brightly colored display gets splendid position in the window and yet does not monopolize the retailer's window space. Next, it tends to draw prospects through curiosity into the store where they may buy something else—a cigar, or a soda, etc. Again, it affords a stimulus for repeat sales, to get all the animals. The counter stand suggests that purchasers plan to collect the zoo complete. And, finally, it places a long-lived advertising novelty in the home, in the shape of one of a child's most treasured toys, a rag doll that can be kicked around, taken to bed, left out in the rain, and subjected to all kinds of similar hardships with a surprising longevity that seems to endear this species of plaything to the American child. All the time, of course, it is getting in some advertising right in the home, and the complete set means three dollars' worth of chewing-gum sold that one family, representing not only sales, but a more or less prolonged sampling campaign as well.

Another effect should prove helpful in certain cases. It is no uncommon practice for dealers to break a package of gum and sell it at a penny a stick to children. When there's an object for saving the wrappers, the unit per sale should be increased to five cents, instead of a penny at a time. Moreover, a child with five cents' worth of gum in its possession is going to chew it up faster or distribute it among friends. Thus we have the theoretical saving in service on the one hand, and the

increased consumption of the product on the other.

Already 1,000 of these displays have been placed in New York City, and the campaign is being extended to include Chicago, St. Louis, Philadelphia, and Boston.

The only restriction placed on the dealer in securing this display is that he stock a certain quantity of each of the four brands advertised.

English View of American Commercial Invasion

No material change has taken place in the trade of this district during the past month. There is still a large quantity of Government orders on hand, but the rush experienced for some time past no longer exists. In the cotton branch there is a marked falling off, and I hear firms are arranging for going on short time, for stocks are accumulating too fast, as merchants have bought so largely from America, Japan, etc., that they do not require British goods. No doubt, the advantage of selling is in favor of the neutral countries which are exporting, as they have not the excessive expenses that the British manufacturer has during the existing troublous times. The danger is that these imported lines will get established to the detriment of British goods of the same class. * * *

The enormous importation of hosiery from the United States is, however, principally affecting the trade of Hinckley district. This is reaching a pitch absolutely unprecedented in the history of the industry. In May, 1914, the importation of cotton hosiery of all kinds was £192,944 [\$938,960]; in 1915 it was £133,235 [\$648,390]; and in 1916, £414,303 [\$2,016,200]. Not only this, but the Americans have also taken the whole of the overseas trade in cotton hosiery with Australia, New Zealand, Canada, and the Cape.—*Hosiery Trade Journal*, Leicester, England.

Harrison With Special Agency

Curtis J. Harrison, formerly of the Nichols-Finn Advertising Company, has joined Cole & Freer, of Chicago. Mr. Harrison was at one time in the service department of Lord & Thomas, and more recently with the South Bend Watch Company.

Agency for "Kno-Burn" Metal Lath

The Dunlap-Ward Advertising Company, Chicago, is now handling the advertising of the Northwestern Expanded Metal Company, manufacturer of "Kno-Burn" Expanded Metal Lath.



Now We Shall Show Our Hand

Starting next week and continuing at frequent intervals during the coming year, we are going to tell you by a series of concrete examples, the story of Atlas growth—Atlas service, which in turn will really tell the story of our clients' successes.

During the past year, we have been telling you mostly about the men who form the personnel of this organization—their records and their abilities to serve our clients. Every one of these men is with us today—an enthusiast in his individual sphere and a helper to the other executives.

Now let us see what this collection of advertising and selling brains has done for others and who these others are. It may suggest something to you.

"Watch Atlas"

Atlas Advertising Agency
INCORPORATED
NEW YORK CITY

The Capitalization of Credit as a Sales Builder

The Credit Department Can Make Possible Greater Sales by Pursuing a Firm, Helpful Policy with Customers

By a New York Sales Manager

IT is just as foolish to take unnecessary risks in selling goods as it is to take unnecessary risks in manufacturing. It amounts to the same thing, in fact, in the long run, because in either case goods made at the cost of dollars fail to show dividends.

There is probably no branch of merchandising which is so little understood by executives as the credit end. There is probably no branch of the business which produces so small a proportion of its possibilities as the credit end.

It can almost be taken as a truism that the credit department, to be truly effective, must possess not only a knowledge of human nature, but a very substantial knowledge of the products and policies of its company. So long as the credit department is regarded merely as a police force which discourages wrongful appropriation of the company's products, just so long will its producing capacity be limited to the rare instances where it supplies a means for financing a doubtful risk in a manner which insures payment.

Theoretically, there is much to be said in favor of the salesman being an *ex-officio* member of the credit department, but, unfortunately (or possibly fortunately), all but the exceptional salesmen avoid anything pertaining to credits. The usual salesman would prefer to attempt collections from a delinquent debtor rather than broach the question of credit with a friendly customer.

The average manufacturer is altogether too modest in regard to the desirability of his merchandise to the merchant. It is a feeling carefully fostered by the sales force—inside and outside—because it is their belief that around the corner lies in waiting a hun-

gry competitor desirous of each merchant's business and that the merchant is only restrained from placing all of his business with such competitor because of the skill of the sales department. So long as the executives and the sales department have this belief there is really a limited field for the merchandising ability of the credit man. His suggested solutions are naturally ridiculous to minds which see but one side of the matter. Right here I will cite a case.

CREDIT MAN'S INSISTENCE ON A REPORT MADE A GOOD CUSTOMER

A junior salesman, who had been given the task of bringing a large city up to the "normal standard" through the cultivation of accounts too small for the senior salesman to visit, chanced to hear of a jobber about to start in business. He was fortunate enough to be the first salesman in the line he handled to ask for an order, and found it easy to secure one so substantial that he purposely omitted to mention some rather important lines, as he felt that the small quarters the jobber occupied and the fact that the jobber was a young man without assistants would necessitate a limited credit from the start.

As the new customer had yet to establish credit relations with manufacturers, the salesman merely reported the fact that no references could be secured, and put it up to the credit department without comment. Inquiries from the commercial agency disclosed the fact that no information existed, and the reports obtained were simply information that the jobber was a former minor salesman for a large jobbing concern in the same city, that his capital

(Continued on page 61)

THE highest paid men in our employ never draw a picture. They are men who have their fingers constantly on the pulse of the public. They are men naturally endowed with exceptional creative faculty. While they know art, they are advertising men more than artists. Such men are qualified by training and experience to produce good picture ideas and do produce them.

**The Ethridge Association
of Artists**

NEW YORK OFFICE: 23 East 26th St.
CHICAGO OFFICE: 220 So. State St.
DETROIT OFFICE: 809 Kresge Bldg.



Delco-Light consists of engine, generator and switchboard in one compact unit—and long-lived, efficient batteries specially designed for use with this plant.

Electric light is rapidly becoming universal in its adaptability to the requirements of civilization.

First, it was introduced into the larger cities for street lighting

That was nearly forty years ago.

Then the incandescent light came and city homes were electrically lighted

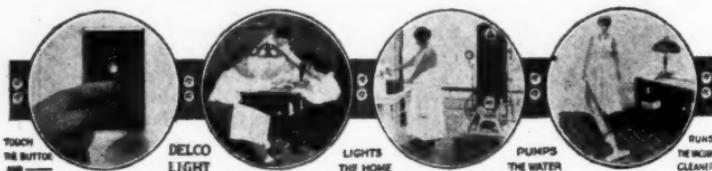
Next it was adapted to the uses of railway trains and steamships.

And five years ago it became the universal light for automobiles. Now comes Delco-Light bringing electricity with its efficiency and economy to the suburban and farm homes.

The cycle is complete.

Electricity is easily and cheaply available anywhere.

It is the universal source of light and power.



*Two unusual pages, introducing an entirely new industry.
Reproduced from the Saturday Evening Post of September 9th.*

You are pretty safe in judging an advertising organization by the company it keeps—

Over four years ago the Dayton Engineering Laboratories Company introduced the Delco Electric Cranking, Lighting and Ignition System—and almost overnight revolutionized the automobile industry.

LIGHT
Every Farm

Delco-Light is a complete electric plant for the farm, village and suburban home. It has a capacity of 40 to 50 lights, and is so simple that anyone can operate it. The turning of a switch starts it and it stops automatically when the batteries are full. **Either gas, gasoline or kerosene may be used for fuel.** In addition to providing ample lights for house and barn, Delco-Light furnaces power for washing machines. It does the washing and churns the butter. It milks the cows and separates the cream. It pumps the water and operates the vacuum cleaner and the sewing machine. It not only brings the comforts and conveniences of the city to the farm, but it takes much of the drudgery out of farm life. The city has no allurements for folks who live on a Delco-Lighted farm.

INSTITUTIONS' OFFICES

Albany	61 Central Avenue
Baltimore	100 Washington Street
Baton Rouge	203 Third Street
Bethel, Conn.	100 Main Street
Calgary, Alta.	208 Bowmont Side,
Charleston, W. Va.	207 North Tygart Street
Charlotte	209 W. Fourth Street
Chicago	201 Dearborn Street
Cincinnati	201 Western Avenue
Columbus	401 High Street
Davenport	Fourth & Main Streets
Detroit	1025 Brush Street
Des Moines	1212 Locust Street
Denver	1142 Texas Avenue
Des Moines	1222 Main Street
Houston	306 East Main Street
Kansas City	716 Broadway
Little Rock	100 Main Street
Memphis	716 Beale Street
Minneapolis	212 Nicollet Avenue
New York	212 Broadway
Omaha	1000 Farnam Street
Philadelphia	710 North Broad Street
Pittsburgh	Domestic Electric Co.,
St. Paul	1000 Marquette Avenue
San Antonio	600 Avenue C
St. Louis	412 Chestnut Street
Seattle	400 University Street
Washington, D. C.	112 North West Street
Williamsport, Pa.	112 Lawrence Avenue

Office of Powers, Inc., Cincinnati.
The price of Delco-Light—\$275
Complaints to Batteries to
F. O. B. Dayton, Ohio.
Price in Canada, \$375.49

A thousand Delco-Lighted farms and cities now ring the country. One in four homes uses Delco-Light. If you have a farm or city, write for our free booklet, "How to Light Your Home." Ask for demonstration of YOUR OWN HOME.

The Domestic Engineering Co.
Dayton, Ohio

Developed by the same engineering ability that has made Delco Cranking, Lighting and Ignition for automobiles the standard of the world.



The advertising was prepared and placed by this Company.

Now comes Delco-Light, an allied industry opening up an even larger field of possibilities.

This advertising is also being prepared and placed by this Company—

The Power, Alexander & Jenkins Company
General Advertising
Journal Building, Detroit, Michigan

**ANNOUNCEMENT by the
Yale University
Athletic Association**



Cover design in colors by J. C. Leyendecker

The Athletic Association's attention has been directed to solicitors, presuming to be from the Association, who are calling on advertisers soliciting business for programs of the different games played by the Yale Football Team. Similar complaints were received from advertisers last year about advertising secured by solicitors, which did not appear in the Official Program.

In view of these complaints, we beg to advise advertisers and other interested persons that the only Football Program published by the Yale University Athletic Association is that of the Harvard-Yale Game to be played at the Yale Bowl, New Haven, November 25th. These Programs will be sold directly in the Bowl.

Advertising for the Official Program is being solicited by under-graduates of Yale University under the direction of

MR. VICTOR BARCAS
432 Fourth Avenue, New York City

was only a few hundred dollars and the report confirmed the fact that no credit relations had been established.

The credit man was not satisfied with the agency reports and, knowing the need of added representation in the city, wrote, asking for a statement of capital invested. This step met with the statement from the sales department, "Another good order lost—just where we needed the sale the most." The reply to the request was courteous but very vague and written in pencil on a cheaply printed letterhead.

Still the credit man was not convinced that the account should necessarily be held to cash and suggested to the sales department to call again on the jobber and ask for permission to go over his books and bank balance. The sales department flatly refused, saying that they would prefer to ask for cash for the initial order in view of the circumstances, which they felt would be far less offensive and, as they said, "gives us one chance in a dozen to hold the account temporarily."

At this time the matter came into my hands and I backed up the credit department.

The salesman on receipt of the letter wrote in that it was suicide to attempt to carry out the instructions, as the new jobber was a crank and had particularly asked for credit, saying that he would remember the ones who helped him get a start.

Still, both the credit man and I were unchanged, and we wrote, leaving him no option except to carry out our request. To everyone's surprise, including my own, the salesman's second visit brought forth all the information we desired and disclosed the fact that the new jobber, from his bank balances, his keen insight into the possibilities of the market and promises of support he had received from retailers on whom he had called for the large jobber with whom he had been connected, all pointed to the wisdom of granting an extended line of credit. As a result, the salesman was written at once to stock the

account with his requirements *in all items*. The account, which is now five years old, handles this manufacturer's lines exclusively and is one of the ten largest accounts in the State.

If the credit department can triumph as a *merchandiser* against such opposition, it is absurd to think its limitations are narrow, provided co-operation and opportunity are given.

FREQUENTLY DEALERS APPRECIATE THIS SORT OF AID

I am going to cite another case. A small dealer in Ohio had a rated financial responsibility of between one and two thousand dollars. His normal requirements, based on the prevailing ninety-day terms, amounted to about \$75 outstanding at any one time, and the credit man established this amount as the unpublished maximum—known, however, to the salesman covering the account.

A few months ago the merchant, whose undue indebtedness at the time amounted to about \$80, placed an order with the salesman for \$75 worth of goods. The situation was not particularly pleasing, as the \$80 due did not mature for seventy days, and reports quickly secured showed no additional financial strength for the account. The sales department could offer no reason for the sudden increase in volume of purchases, and the salesman had no explanation. The credit department suggested a letter to the merchant, bringing out the point that the amount of credit involved was larger than had ever been requested before and that prompt shipment could be made only in case the dealer was willing to make full payment of the amount, which had still seventy days to run.

The sales department was horrified at the suggestion and felt that it would be better to make a small shipment, even cutting the order down four-fifths and temporizing—using truthful but not wholly truthful excuses to postpone the issue until after the seventy-day period had elapsed.

Again I backed up the credit

man, and return mail brought a remittance in full, with a letter thanking the company for its frankness and stating that the dealer would appreciate it as a special favor if all orders placed in excess of any amount of credit set be placed on the active file, while he was notified of the amount he should remit in order to have the order go forward promptly. To quote from his letter:

"From time to time with different lines I have an opportunity to secure business formerly given to local competitors. It is naturally essential to me that I fill these first orders with greatest promptness. I realize that my capital is limited, and for my own sake that I must not overstock. This means that I cannot fill from my shelves or cellar orders of this type and must rely on the manufacturers with whom I place orders for prompt shipment in order to make good.

"It is for my interest and for yours to be open and above board in such cases, and if the time comes when I cannot send you a prompt check, when I go over my credit limit, the least I can do is to tell you fully why I need the goods, to whom they are going and on what terms they are sold, so that you can know that I am not carrying more stock than I need for my over-the-counter sales and feel safe to work with me."

The moral in this case is that the credit department made possible greater sales by taking the attitude it did, whereas the policy suggested by the sales department would have resulted in smaller sales, not only in the instance given, but, if pursued, in many other instances.

Just such a situation developed with a Brooklyn manufacturer. A small customer in uptown New York was rated by the credit manager for a maximum of \$60.

A relative became purchasing agent for a large hospital in his vicinity and naturally was willing to turn business to his cousin, provided prices and service were at least equal. The first order re-

ceived by the Brooklyn manufacturer for the hospital, but to be billed to the merchant, amounted to \$223. The credit man had no explanation of the circumstances to guide him and secured the facts through the sales department. The suggestion from this department was that they go over the dealer's head with the order, passing him over a commission equal to the difference between the price at which the hospital was billed and the price at which the dealer would normally be billed, but at the same time explaining the company's unwillingness to extend to the dealer the amount of credit involved.

The situation came to a deadlock and the credit manager was given authority by the president to test out his idea of the proper handling.

FRIENDLY "GIVE AND TAKE" WITH DEALER

He made a luncheon appointment with the dealer and made the suggestion that he offer a five per cent cash discount in place of the usual two per cent, as there was a liberal profit in the transaction for him. The dealer promptly said that he could not afford to give the hospital a five per cent on all lines and that he was reluctant to make an exception, fearing that it would be hard for him to maintain his usual two per cent discount afterward. The credit manager met this by offering to write the dealer a letter explaining that for a limited period a five per cent cash discount would be allowed the merchant. The dealer then said that he did not want to give his cousin the idea that he was hard up for credit, as family pride was involved. To this the credit manager made the suggestion that instead of the letter outlined, he offer the hospital, with the initial order, a bonus in the form of commercial-size samples of lines not included in the order, with a provision that the hospital discount the initial invoice.

This proved to be the solution, and, instead of being confined to the first transaction, has become

Tighten Your Grip on the Boston Market

Get the *facts* regarding the sale of your product in Metropolitan Boston—know what dealers think of your proposition—find out what they are doing to co-operate with you—what you should do to tighten your grip on the Boston Market.

The *Merchandising Service Department of the Boston American* will, upon request, help you analyze this territory—help you solve your Boston problems—help you base your plans on *facts*—help you secure maximum results.

The work we do for you will not obligate you in any way. Find out how this department works—what we have done for other advertisers, how our trade investigations have helped them cut out waste motion.

The Boston American has a greater net paid evening circulation than all the other Boston evening papers COMBINED and the largest net paid Sunday circulation in New England.

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

a feature which the hospital looks for. The dealer is more than pleased because it does not interfere with his credit for other business, and the manufacturer welcomes the arrangement because it makes a sales opportunity for a new line with each transaction.

Instead of being the buyer's one enemy, the credit man of the newer type is his one real financial friend.

The credit man has a real personal interest in seeing the buyer thrive. He knows full well that the percentage of credit loss in his department is, roughly, the symbol of his efficiency, just as a sales manager knows that, roughly, the volume of sales is his badge. Which of the two, then, has the dealer's solvency most at heart?

The credit manager knows that an abnormal number of insolvent customers means his dismissal. He also knows that the moment he tries to "play safe" and pass credit only on gilt-edge risks, that same moment the inside and outside sales force will insist on a change of policy or a new credit head—and be backed up in it by the board of directors. The sales department has no such narrow bounds. In any ordinary business, the greater the amount of orders turned in from all sources, except the manifestly fraudulent, the more pleased the directors.

It therefore follows that the credit man is apt to be the only individual in the merchandising end who must both keep dealers stocked and keep them solvent.

Two large competitors in the Far West consolidated. Their respective general managers were, strangely enough, close friends, who lived side by side in a suburb of San Francisco. When the time for reorganization came each felt that the ability of the other was too great to be allowed to drift into competitive channels. After a frank discussion, lasting into the early hours of the morning, it was decided that one should become credit head, while the other would be in charge of selling and manufacturing.

The title of credit manager was retained by the incumbent of the larger of the two companies and the former general manager held no title.

INVESTIGATION IN CREDIT FIELD PROVES VALUABLE

Being thus freed from need of assuming active duties, Mr. Watson, as we will call him, had time for investigation and proceeded to use it. His first step was to study the different types of outlets for the company's products. He found at once that from a credit standpoint he could all but ignore the many wholesalers—that he could safely postpone examination of the larger retailers, and to his surprise he found that the one class which seemed to demand attention was the smaller retailer, large enough to buy direct and yet from ambition often desirous of goods in excess of an amount seemingly warranted by his financial strength.

Mr. Watson confessed to me that when this step of his investigation was reached he was tempted to regret his bargain, for he had felt that much could be done along constructive lines with the larger outlets, and he was, as he expressed it, "too old a colt" to feel happy in the fact that his future lay with such small units.

In order to see whether possible results would justify his time and salary he went out into the field and from his experiences there the following instances were taken:

"I have heard," he said, "a lot about overproduction. My eyes have been opened as never before to the surprising disparity between the expenditure in our lines by the dweller in a city of 50,000 or over and the man in similar circumstances in smaller cities and towns. The trouble, so far as our line is concerned, is in the distribution. The trouble with the distribution has come through credits and not through lack of sales efforts.

"Our line runs into money rather rapidly, because we market not a single product but a group,

(Continued on page 69)



Elimination

An advertiser who is preparing a campaign needs to know what *not* to do in illustrations just as much as *what* to do.

We have been in the business of making advertising illustrations for a number of years. Consequently we know what has been done in big national campaigns, what is being done; what to eliminate.

For a right start this sort of counsel ought to be of real value to you.

CHARLES DANIEL
FREY
COMPANY
Advertising Illustrations

104 South Michigan Boulevard
CHICAGO



BUILDING CON-

THE true object of *brand* advertising is to make purchase *habitual*, and not merely to entice. Purchase can come only from *Belief*.

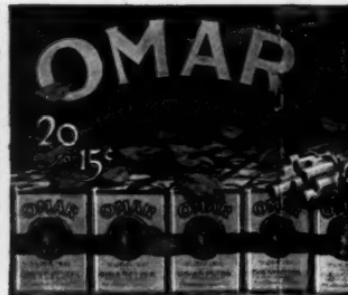
It cannot be rapidly forced. REPETITION are absolutely essential to its formation. It is the frequent repetition of *pleasing suggestion*; in

For these reasons, Street Car Advertising exercises brand-building power.

STREET RAILWAYS AD-

CENTRAL OFFICE
Berland Bldg., Chicago

HOME OFFICE
Candler Bldg., New York





CONFIDENCE

vertising is to build such *Confidence* as to make
merely to effect an immediate sale. *Habitual
Belief.* Belief is a plant of slow growth.
REPETITION and the ELEMENT OF TIME
ction. It grows as habit grows; i. e., by the
estion; in fact, belief is—HABIT OF MIND.

vertising excels all other mediums as an efec-

AYS ADVERTISING CO.

ME OFFICE
Bldg., New York

WESTERN OFFICE
Humboldt Bank Bldg., San Francisco



PRINTERS' INK



BUILDERS of AMERICAN BUSINESS

GEORGE F. STEEDMAN, PRESIDENT OF THE
CURTIS & COMPANY MANUFACTURING COMPANY

"I am indebted to my reading of *SYSTEM*, the Magazine of Business, for some very good ideas—and especially for often being jolted out of the ruts into which busy men are liable to get. It is very worth while to be jogged into a new view-point occasionally."

NUMBER LVIII in the series of portraits of readers of *SYSTEM*

of which the minimum any dealer should carry would be forty items, while seventy would be entirely justified in many cases. The city of 50,000 and under not alone in the West but equally in the East seems to run to retailers of too small size to be ideal outlets for our purposes. One or two large retailers would be better than the usual twenty or thirty, of which perhaps three would be solvent apart from their value as a going business.

"This constitutes a problem for the credit department, rather than for the sales department. These small units were already buying about as much as we cared to sell them. Had we cared to sell them twice as much it would have been impossible, because the small dealer knows pretty well the demands on his capital. As a result the big consumer population in these hundreds of towns and cities never had a real chance to know our line in its entirety, never had a chance to become familiar with its attractions and, of course, have bought other goods with the money which the city dweller spent on our products."

On return from his trip Mr. Watson was more than satisfied that he had work of sufficient importance to justify his salary and time. His first step was to tabulate the dealers in the cities he had visited and from his notebook and memory select the two or three which could be classed as candidates for expansion. To test his theory he selected sixteen cities with a total of forty-one dealers.

Mr. Watson's next step I consider the best example of constructive credit work in this country's merchandising history.

MANUFACTURERS CO-OPERATE TO BUILD UP RETAILERS

He put his careful analyses into his grip and visited fourteen non-competitive manufacturers whose lines were sold by the same classes of trade. With each manufacturer he went over the same ground, pointing out the common disadvantage of the small city. He made it entirely clear that the

only remedy could come through the building up of outlets of sufficient caliber to make adequate representation a possibility. He pointed out that to build up existing dealers to this standard the closest kind of co-operation between non-competing manufacturers was essential. Because Mr. Watson is a high-horsepowered executive, he made himself understood and sold the idea. As a result ten manufacturers combined to build up outlets. They did not insist that the dealers selected should drop competing lines. They did not insist on any share in the profits, nor did they use any threats of establishing co-operative retail stores. Instead of such a campaign, the policy was one of encouragement. From each of the ten companies representatives visited the selected dealers and, without disclosing their entire plan, pointed out to the dealer the possible profits coming from expansion of premises, stock and volume of business and depended on the dealers taking the initiative.

If the dealer did not respond to the suggestions, particularly after liberal credit offers were made, it was deemed sufficient evidence that he was not of the desirable type.

This policy of Mr. Watson has, of course, no limit. After the small cities were covered, the outlying districts of large cities received similar attention. When these were covered, then the general problem of encouraging dealers with business capability, but handicapped by lack of capital, was discussed and the same kind of tactics employed.

There is a mistaken notion in scientific circles that economy consists of going without things. This is a human and also a business fallacy. Were it sound, machinery would be unknown and hand labor the universal rule. There is a mistaken notion in sales circles that a dealer should be sold only as much as he can sell. On this principle a retailer's growth is decidedly limited. The new thought in credits is that the buyer should be made financially

sound by buying more—and, of course, selling more. The new thought in credit circles is that the buyer should make a profit as well as the manufacturer; not because the buyer will not buy unless he can see a profit, but because he should not buy unless he can make a profit.

The new thought in credit circles is that, after all, sound finance means as much to the buyer as to the seller, and that as the size of the manufacturer necessitates the hiring of brains specializing on finance and credits, the by-products of these brains should be a sales factor.

The technical end of credits has improved wonderfully in a decade. The steps toward an abolition of abuses of credit have progressed steadily. Few, however, have taken more than faltering steps toward the capitalization of the credit as a sales-builder—and the little leaks of cash discounts and slow payment seem large to eyes not yet focussed on the tremendous system of waste.

New Slogan: "Wilson—That's Not All"

The Mahin Advertising Company is preparing some newspaper advertisements for Wilson & Co., Chicago packers, mentioning the "Wilson—that's all" slogan as being in contrast to the story Wilson & Co. have to tell, and making the phrase over into "And that's not all," repeated as sub-titles over each point brought out. The new slogan is also used at the bottom of the advertisement, showing that another is to follow.

P. H. Dempers to Represent Farm Papers

P. H. Dempers, who has been in the agricultural advertising field for a number of years, has opened an office in Chicago as farm-paper representative. The following publications are now on his list: *Farmer & Breeder*, Sioux City, Iowa; *Missouri Farmer*, Columbia, Mo.; *Northern Farmer*, Bismarck, N. D.; *Montana Farmer*, Great Falls, Mont., and *The Hospodar*, Omaha, Neb.

Theodore F. MacManus Has Scripps-Booth Account

The Scripps-Booth advertising account has been placed with Theodore F. MacManus, Detroit.

Statistics of Publishing Business of United States

The value of the products of the country's printing and publishing industry increased 22.3 per cent in five years, according to the United States Bureau of the Census, which has just published a summary of the result of the 1914 study of that industry.

According to the classification adopted, the printing and publishing industry is made up of three branches, comprising: (1) Establishments whose chief business is book and job printing, book printing, and publishing, or book publishing only; (2) establishments whose sole or chief business is music printing, or music printing and publishing, or music publishing only; and (3) establishments which are engaged in the printing and publishing, or in the publishing only, of newspapers and periodicals, some of the first named doing job work also.

The number of establishments in this industry in 1914 aggregated 31,612, and the total value of their product amounted to \$810,508,111. These figures represent increases of 6.2 per cent and 22.3 per cent, respectively, as compared with those for 1909—29,757 establishments, with products valued at \$662,591,959.

Of the 31,612 establishments in the entire industry reported for 1914, according to *Commerce Reports*, 4,159 were in New York; 2,538 in Illinois; 2,352 in Pennsylvania; 1,685 in Ohio; 1,457 in California; 1,293 in Missouri; 1,206 in Massachusetts; 1,182 in Texas; 1,067 in Michigan; 1,058 in Iowa; 965 in Minnesota; 901 in Indiana; 789 in Wisconsin; 763 in Kansas; 689 in Nebraska; 681 in New Jersey; 622 in Washington; 619 in Oklahoma; 466 in Colorado; 438 in Georgia; 426 in Tennessee; 401 in Kentucky; 384 in Virginia; 379 in South Dakota; 363 in Oregon; 351 in North Dakota; 340 in Connecticut; 333 in Maryland; 329 in North Carolina; 308 in Arkansas; 278 in Alabama; 277 in Louisiana; with the balance scattered among the other States.

The statistics of the industry for the two years, in part, are as follows:

	1909	1914
No. of estabs., total.	29,757	31,612
Book & job	10,708	12,115
Music	178	180
Newspapers & periodicals..	18,871	19,317
VALUE OF PRODUCTS.		
Total	\$662,591,959	\$810,508,111
Pubs.—		
Newspapers & periodicals.	337,596,288	419,531,172
Subs. & sales	135,063,043	163,577,090
Adv.	202,533,245	255,954,082
Newspapers ..	232,993,094	283,588,966
Subs. & sales	84,438,702	99,541,860
Adv.	148,554,392	184,047,106
Periodicals other than newspapers.	104,603,194	135,942,206
Subs. & Sales	50,624,341	64,035,230
Adv.	53,978,853	71,906,976

Henri, Hurst & McDonald

Incorporated

Merchandising & Advertising

Peoples Gas
Building

Chicago
Illinois

August 1st, 1916.

Mr. J. C. Aspley,
Printers' Ink,
Lyton Building,
Chicago, Ill.

Dear Sir:

We were surprised and gratified at the unusual response to our last two page advertisements in *Printers' Ink*.

Inquiries from these two advertisements have cost us less than a dollar each. And the inquiries were of unusual quality—three new accounts resulting.

The enclosed inquiry from Pinerolo, Italy, will probably interest you.

Yours very truly,

HENRI, HURST & McDONALD

(Signed) Wm. D. McDonald,
Vice-President.

WDM-RR

WHY do anything yourself that you can employ others to do for you?

Can't you sell your own time to your own business for more money than you earn in another man's business?

My business is planning, preparing and merchandising advertising campaigns.

You incur no obligation in making an appointment to discuss your advertising problems or in requesting a copy of the *Declaration of Principles* on which my service to advertisers is built.

John Lee Mahin

33 West 42nd Street
New York

Trading Up by Entering Price Field Be- fore Unentered

Harmony Tobacco, at Fifteen Cents, Bridges the Gulf Between Ten and Twenty-five Cent Brands—Advertising Thus Far Principally in Newspapers—The Plan of Marketing

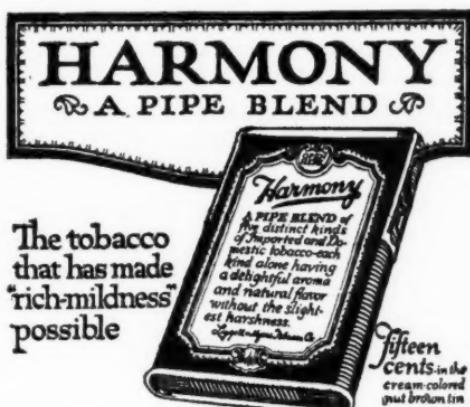
THE Liggett & Myers Tobacco Company has commenced a "trading-up" campaign in the smoking-tobacco field. The company's new "Harmony" brand package weighs two ounces and retails for fifteen cents—a quarter of an ounce more than the customary ten-cent tin at a fifty per cent higher price. It is said to be the first smoking tobacco to be sold at this price. Heretofore there has been a jump from ten cents for the largest sellers to twenty-five, thirty, thirty-five and fifty cents for brands of higher grade.

A cigar smoker may have his choice of anything from a two-for-a-nickel stogie to three-for-a-dollar or fifty-cent Corona shape; a cigarette smoker may run the gamut between brands selling at five cents for a package of twenty, to thirty-five cents for ten, but the pipe-lover has had to choose between tobaccos that cost him either ten cents or at least twenty-five. When a smoker has asked for a better grade of tobacco than those selling for ten cents he has been largely open to be sold by the dealer. Hence the production of a new brand, to sell at fifteen cents, is significant.

There are some points about the campaign that are interesting to anyone who has battled with trade-up problems. The company has driven an entering wedge into the solid plane surface dividing

what might be called popular-priced from the higher-priced smoking tobaccos. It has put out a brand that is not a direct competitor to anything else it has to offer and which does not compete directly in price with any other goods.

There is no denying the fact that the trade has taken it up. The time of its initial placement seems to have been most opportune, for the tobacco trade as a whole is enjoying some of the best business it has had in years—notably an increase of over 200,000,000 thus far this year in the cigar output, whereas every year for eight or nine years past this branch of the industry showed steady and large decreases. The most conservative reports in the trade press from New York, St. Louis, Minneapolis and some other cities where



the brand has gotten its first placement speak of quick receptiveness of the dealer to the new idea.

All of which brings us down to consideration of the somewhat unusual selling plan under which this new brand is being marketed.

The brand is being and will be sold solely by drop shipments from the factory, the company's introductory circular to the trade announced. This means that the manufacturer's salesmen are, of

course, working the trade like beavers, and the jobbers' salesmen are, too. The latter, however, are only taking orders, which their houses turn over to the factory and receive credit for under a specific arrangement, the factory making the shipment.

The drop shipment is a familiar institution in the tobacco trade, just as are the gratis and the manufacturer's check in rebate upon quantity purchases, but seldom if ever before has the factory-shipment policy been applied so sweepingly to a new brand. The company anticipates considerable benefit from the plan, the trade has learned, and judging by the results from its own salesmen and the advertising in force, and whatever follow-up work the jobbers have taken occasion to do, it has had no reason thus far to be disappointed.

There is always a sentiment among smaller dealers to ask that gratis allowances, such as the half-pound in five, be extended more elastically to smaller orders. Very often upon other brands, for example, the free goods is one package in eight or in twelve, as the case may be, that is one fraction to the pound, which gives the dealer ten cents additional revenue on the pound. One brand of 10-cent tobacco now commanding fairly general sale in the metropolitan district is said to owe much of its standing among the smaller dealers to the extra package given free at the time of introduction. However, it will be apparent to the student of merchandising practice that, in the case of Liggett & Myers, trading-up with a new fifteen-cent piece of goods, there is very likely a good and sufficient reason to encourage even the smaller dealer to five-pound purchases at least (which are only a matter of between four and five dollars after all) by limiting the gratis.

The package differs considerably from other brands of pocket tobacco in that it is not lithographed on metal. The finish is applied to a paper wrapper, which is then applied to the tin, with a

narrow margin of paper extending just beyond the "shoulder" at the top of the can, and covering the juncture of the hinged top.

Advertising has thus far appeared in the newspapers and magazines and the package is featured both in facsimile and descriptively in the copy.

The First Pullman Copy

Since the announcement recently made in PRINTERS' INK of the coming advertising campaign of the Pullman Company, there has been a good deal of curiosity about what kind of copy would be run.

A piece of copy to be run late in October in the weeklies and the newspapers is as follows:

AN ADVERTISEMENT BY
THE PULLMAN COMPANY

"Convenience. Through the service of the Pullman Company it is not only possible to secure in advance accommodations in a car never crowded beyond its normal capacity, but it is possible to enjoy, while traveling, comforts and conveniences usually associated only with the most modern hotels in larger cities.

"By building its own cars the Pullman Company has been able to test every innovation which might add to the convenience of its passengers. Constant ventilation, comfortable temperature, electric light, electric fans, modern plumbing and other distinctive features of the Pullman car have been provided in spite of the difficulties arising from the natural limitations of car construction, and the fact that these conveniences must at all times be available while the car is moving from place to place.

"A brief comparison of the early Pullman car, with its oil lamps, coal stove and almost entire lack of conveniences, with the modern steel-armored sleeping or parlor car, sanitary, electrically lighted, automatically ventilated, steam-heated and supplied with every comfort and convenience that ingenuity can devise, testifies to the progress which has been made by the Pullman Company in fifty years of continuous service to the traveling public."

Canada's Latest War Loan Advertised

The Canadian Government is floating the new Canadian War Loan by preliminary advertising in practically every paper and periodical in Canada. This copy has been placed direct by "The King's Printer," but the copy advertising the details of the loan is being handled by J. J. Gibbons, Ltd., and will run for one week. Leading financial houses are advertising the loan.



"The Family is the Nation's Big Buyer."

THE YOUTH'S COMPANION

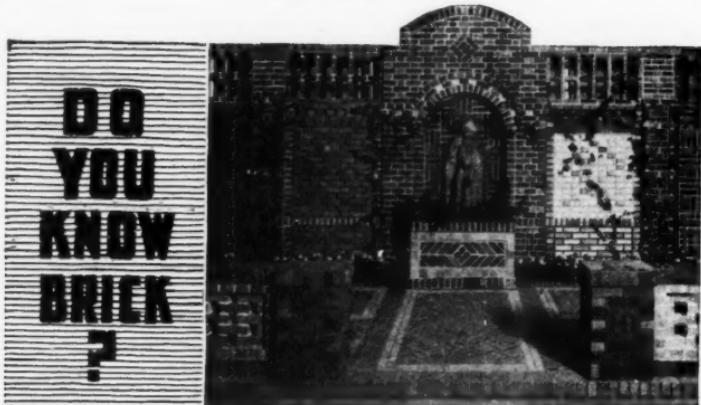
One Advertiser has used—

777 issues during the last twenty years
and

Every issue during the last seven years
and

Larger space in 1916 than in any previous year

*Repeat Orders Prove
Pulling Power*



Do You Know

That some of the largest manufacturing plants in America are those making building, paving or fire brick, building or drain tile, sewer-pipe, fireproofing, terra cotta, pottery, or some others of more than a score of products made of burned clay?

Do You Know

That many of these are rated at more than a million, while those with capital of a quarter million are quite common?

Do You Know

There are several thousand clay products manufacturers and that they are big buyers of machinery, supplies and equipment running into hundreds of thousands of dollars annually?

If You Don't Know

All about the clay products industry—its needs—whether your product can be used—don't you think you owe it to your company to find out?

A Ceramic Engineer, with experience as a brick plant superintendent, and who has visited nearly 1000 plants, is manager of our Service Department. If you will send your literature he will gladly tell you whether there is a market here for the sale of your product. He has kept some people from spending their money with us—for others he has pointed the way to a most profitable market. At least, he will help you to KNOW.

BRICK *and* CLAY RECORD

445 Plymouth Court

CHICAGO

A Kenfield-Leach Publication—One of America's Highest Class Trade Papers

Supreme Court to Rule on Local Hold-ups of Samplers and Distributors

How Manufacturers Have Been Embarrassed by a Multitude of Local Ordinances and Taxes

Special Washington Correspondence

AT an early date the United States Supreme Court will be given an opportunity to pass upon the validity of sampling and distributing licenses which are now on the ordinance-books of hundreds of cities and villages throughout the United States.

Hardly any manufacturer of an advertised brand has operated for any length of time without running into these sampling and distributing license ordinances. Representatives of manufacturers have been held up without warning and often apparently without rhyme or reason, and put into jail, and then fined for violating the ordinance.

One of the most interesting angles of the proposition is indicated by the fact that in hundreds of instances manufacturers' representatives have been able to avoid all difficulties with these local ordinances by paying local distributors a fee or other compensation for the use of a local distributor's license, and more than one manufacturer has gained the impression that the ordinances are pretty generally put on the books for the purpose of giving local distributors a monopoly. In fact, such investigations of the problem as have been made, with the view toward this solution, have centered largely around facts such as these.

As to the remedy, it is not believed by those who have studied the problem that any organization of advertisers can cope with the situation, although various associations have expressed their willingness to assist and co-operate in getting the facts which will be necessary for a forceful handling of the problem through the courts. It is plain, however, that legal action will have to be in-

stituted by the individual manufacturer or advertiser, and up to the present time the expense and trouble involved in such a suit would undoubtedly discourage even those who have been hardest hit by the tax.

The ordinances usually indicate that they are intended to exercise the police power of the community in the interest of residents for the protection of the streets from being littered with advertising matter and the like. Some of these ordinances have been adopted by local communities after children or pet animals have been poisoned by imbibing samples of pills, medicines, certain kinds of food—it has never been proved in any instance that the illness actually resulted from the use of the article, so far as the careful examination of the records disclose.

CONFLICT OF INTERSTATE COMMERCE WITH LOCAL POLICE POWER

Several advertisers who have wrestled with this problem are inclined to believe that the attack on these ordinances must be on the basis that the local police power of the community must not interfere with interstate commerce. It is contended that the usual sampling or distributing license ordinance does interfere with interstate commerce and can therefore be easily declared invalid.

But there is a difference of opinion as to whether or not the police power of the local community cannot be exercised even in conflict with interstate commerce to the extent of licensing the distribution of samples, pamphlets, etc.

One of the encouraging features in handling the problem has been the contemplation of the so-

called Robbins decision. This case originated in Tennessee. A local ordinance provides that all salesmen and all other persons who have not a regular license, and who endeavor to do a selling business in a certain county and who offer goods for sale by samples, be required to pay the county \$10 per week or \$25 per month for the privilege.

Robbins was a salesman for an Ohio stationery concern. He was arrested for refusing to pay the tax and the case went through to the United States Supreme Court. The court held that interstate commerce cannot be taxed; that the efforts to sell goods made in another State, for the purpose of introducing into the State in which the negotiation is made, is interstate commerce; that a tax on the sale of such goods is merely a tax on interstate commerce, and no State, even in the exercise of its police power, can legally impose taxes upon persons passing through the State or coming into it temporarily if connected with interstate or foreign commerce.

The decision did not specifically mention the distribution of samples or of advertising material, but a number of legal lights have expressed it as their firm opinion that this decision can very easily apply to advertising matter, providing its distribution is connected with an interstate transaction in the sale or introduction of an article. It is believed in some quarters that a manufacturer or advertiser would have great difficulty in combating the license ordinances in his own State, but not in other States.

Among the suggestions that have been made in the efforts to reach a satisfactory basis for attacking these tax licenses, is to make the distribution of samples or advertising material a condition of sale by contract, but some manufacturers felt that this would involve so much expense and trouble that they would prefer to pay the licenses. Some legal authorities hold that this view is rather far-fetched, and that such a contract would be entirely unnecessary.

On the other hand, it is held that the delivery of advertising matter or samples into the homes of prospective customers is just as necessary a part of the selling of that product as any other feature that enters into the work of doing business, and that the courts can be convinced of this.

In one or two cases that have come up in courts of lower jurisdiction, the city attorneys have made the claim that the ordinances were not only exercises of police power, but are also calculated toward the maintenance of the business of a community.

But certain attorneys would be very glad to meet such a contention and would be willing to have the local authorities make a great deal of capital of that point.

VARIED WAYS OF APPLYING THE LOCAL ORDINANCES

Food manufacturers, such as the Postum Cereal Company, Kellogg Toasted Corn Flake Company, the Jello Company and some of the baking-powder concerns and other businesses of that character have been the chief sufferers, as they put a great deal of their sales-promotion efforts in sampling. Some of these concerns sample communities not only once, but two or three times a year, and there have been instances when licenses have had to be paid every time that sampling was attempted. In other instances, the license has been held as valid for an entire year.

It is a fact that in a great many instances where contentions in regard to sampling and distributing licenses have come up there have been strange "coincidences" (for want of a more definite word) in the very timely appearance of local distributors with the proposition to permit for a certain remuneration the use of their own licenses, thus avoiding the payment of the license fees of the city or village. There have also been instances when the local distributors have compelled advertisers' representatives to take their own crews of distributors away and engage the local people to do the work at a certain rate per thousand. Sometimes the

"Paper Does Express"

A MACHINERY catalog printed on delicate pink paper would be like a construction foreman in silk overalls—and a booklet about perfume printed on heavy-weight battleship gray paper would be like keeping the kitchen cabinet in the boudoir.

It isn't enough to select good paper—it must be *appropriate* paper, which is something quite different. *Select the paper that says your say.*

We will gladly send great and small advertisers our booklet, "Paper Does Express," and Will Bradley's monograph on the use of Strathmore Papers. Strathmore Paper Co., Mittineague, Mass., U. S. A.

Strathmore Quality Papers



"You have a printer who knows"

The Automobile Show Issue of

The Indianapolis News

Saturday, September 2nd
Carried More

Automobile Display Advertising

than the corresponding issue
of any other Indianapolis
newspaper, daily or Sunday

Also, during the month of August,
1916, The Indianapolis News in 27
publication days carried more Auto-
mobile Display Advertising than the
two other Indianapolis newspapers
combined, including all daily and
Sunday issues.

Why?

local distributors in cases of this kind have permitted the manufacturer to bring along one or two men to inspect the work, but in other instances they have refused to do even this.

Advertisers long ago found that any policy of attempting to dodge payment is entirely unsatisfactory.

Frequently advertisers' representatives, upon being approached by the police in regard to licenses, have appealed to local attorneys. Several times these attorneys have been able to settle the cases advantageously to the advertiser, although, of course, a liberal attorney fee was involved. Some of these local attorneys have exercised a very marked and in some cases almost uncanny influence on the officials. But there have been, more than once, cases where sampling crews consisting of ten to twenty people have been loaded into patrol wagons and taken to the police-station.

JELLO COMPANY'S USE OF A PREVIOUS COURT DECISION

Some advertising representatives have been able to clear the path by a judicious use of copies of the Robbins decision. The Jello Company some time ago distributed a considerable quantity of pamphlets containing this decision to manufacturers in various lines and their own sales force. These pamphlets have been very effective in numerous instances.

Many times the police authorities and other city officials have refused to interfere with advertising men after learning that counsel was retained with the bona-fide intention of going through with the case to the limit. In this lies one reason why no more definite case than the Robbins litigation has yet reached the United States Supreme Court. However, the problem remains as big in the minds of advertisers to-day as it did before. An increasing number of new license ordinances, as well as amendments which are making the existing ordinances more strict, and the licenses as well as the

penalty higher, are causing increasing concern.

The case which will shortly be appealed ought to untangle the whole knotty situation.

Newspaper Campaign for Little Cigars

Philadelphia papers are running large-space advertising for Admiral little cigars, manufactured by the American Tobacco Company. The selling argument all centers around the slogan "The Million Dollar Wrapper." It is claimed that the tobacco wrapper will not break, which has been a source of trouble with some other little cigars. It is expected to extend the campaign to other cities.

Chicago "Tribune" Changes

O. M. Brodfuehrer, for the past two years in the copy department of the Chicago *Tribune* and formerly with the Root Newspaper Association, succeeds James M. Cleary as manager of the paper's advertising copy service department. Mr. Cleary has resigned to go into the real-estate business. E. H. Morrissey, formerly of the special catalogue department of Montgomery Ward & Co., has been added to the copy staff.

"Farm, Stock and Home" Advances Price

Farm, Stock and Home, Minneapolis, will cost its subscribers 75 cents a year in the future, instead of 50 cents. Considered in connection with the higher selling price of many city newspapers, this advance in a different field is significant.

Advertises Electric Push Sockets Nationally

"C-H" Push Sockets are being advertised in magazines by the Cutterm-Hammer Manufacturing Company, Milwaukee. The slogan adopted is "Making the C-H Push Socket the Lamp Socket of the Country."

Stuart M. Chambers Joins St. Louis "Post-Dispatch"

Stuart M. Chambers, formerly with the Kansas City *Star* and until recently with the Kansas City *Journal*, has entered the advertising department of the St. Louis *Post-Dispatch*.

Transferred to Batten's New York Office

Howard W. Dickinson, for several years with the Boston office of the George Batten Company, has been assigned to the New York office.

Recruiting Salesmen from Country Stores

The Course of Training One House Puts Them Through in Order to Make Them Aggressive and Effective

By Earl D. Eddy

“WHERE can I find good salesmen?”

If it were possible to get a movie record of the minds of all the sales managers of the country on this subject the screen would picture that problem more frequently than any other.

I have been hiring salesmen for a number of years. There is no one less certain of his ability to choose by appearance than myself. There is no hard and fast rule or set of rules yet evolved which will enable a sales manager to be certain that he has picked the right man for the job. They may be either fat or lean, tall or short, handsome or homely and make a success, thus demonstrating that appearances have nothing to do with the case.

The field in which a salesman is to work has a huge bearing upon the qualifications necessary for his success. I am fully alive to the importance of this when I state my hypothesis relative to a source from which to draw good and capable men. For example, the men who have made successes for me and whom I have first located in general merchandise stores in the small towns would not be apt to succeed in a line where great technical knowledge is essential. The sort of salesmen most of us need are the common or garden variety. It is of this sort of individual I propose to talk.

I'm for the boy in the country store. Years ago I came to the conclusion that there were any number of young and ambitious men behind the counters of our customers, and that, given proper training and handling, they could be developed into salesmen who would be a credit to our sales organization. I had been accustomed to securing my men through the usual channels—ad-

vertisements and the random applicant. The uncertainty as well as the high percentage of failures was discouraging. I felt that it was up to me to find some way to cut down the rate of mortality and thus increase the efficiency of the entire organization.

A considerable portion of our trade lies with general stores. There are thousands of young men who come from splendid stock, have been given a good education and whose ambition has only to be tapped to bring into any concern a volume of power and enthusiasm which would astonish those who are still following the old system of finding men as best they may. The lads behind the counters of these general stores are largely of this class. The difficulty with a great many sales organizations lies in the fact that they have no means of bridging the greenness and inexperience of the clerk over to the confidence and aplomb which the successful salesman must have. The wish is to find the salesman ready-made at someone else's expense, whereas the best results will be attained by finding the raw material and working it up into the finished article yourself.

MEN WERE TRAINED BY SELLING ULTIMATE BUYERS

Having determined that there was plenty of material to draw from, the next essential was to develop a job which would give these boys their "breaking in" and yet, at the same time, insure a profit on their activities. We finally hit upon a plan which, while perhaps not having the advantage of novelty, made it possible to hire a large number of these youngsters every season and work them into our business as

CHANGE OF CLOSING DATE

Beginning with the December issue
THE MOTHER'S MAGAZINE will
close its advertising pages on the
5th instead of the 20th as here-
tofore.

The December issue closes
October FIFTH



Advertising Director
30 East 34th Street

W. E. FARNILOE, Advertising Manager

CHARLES W. YATES
Eastern Manager
1 Madison Avenue
NEW YORK

W. J. MACDONALD
Western Manager
Peoples Gas Building
CHICAGO

Supreme in Ohio

*The Columbus Dispatch Leads
All Other Papers in the State*

As An Advertising Medium

this newspaper excels the best of those in Cleveland
and Cincinnati

Comparison of Dispatch with Cleveland Papers

Total Paid Advertising
for August, 1916, in Lines

THE DISPATCH 823,820		
1st	Cleveland Paper	766,602
2nd	" "	754,258
3rd	" "	494,032
4th	" "	484,834

DISPATCH GAINS

August this year	146,820 lines
First 8 months this year . . .	1,155,012 lines
Total Paid Advertising published first 8 months this year	7,312,930 lines

The Dispatch regularly leads all Cincinnati papers by several hundred thousand lines monthly.

Not only is The Dispatch supreme in the local field, but it also leads any other Ohio newspaper in the amount of **foreign advertising** published, being recognized by foreign advertisers as Ohio's leading advertising medium.

The Columbus Dispatch

Ohio's Greatest Home Daily

HARVEY R. YOUNG, Manager of Advertising

Western Representative
JOHN GLASS, Peoples
Gas Building, Chicago

Eastern Representative
I. A. KLEIN, Metropolitan Tower, New York

through a school. A few months made it possible to separate the wheat from the chaff and thus to select the really good material which had been disclosed. We accomplished all this by developing a department of our sales work which sent these young recruits out to call on the ultimate consumer. Instead of selling the customer from behind the advantage of the counter, they went out into the fields and into the homes of the buyers and sold our products to be delivered later through the merchant concerned.

Thus we made the connecting link between the two classes of work. We took the clerk from behind the counter. We forced him to sell goods by exercising real salesmanship instead of pursuing the lines of least resistance. The highways and the byways were quite different territory from the sheltered location he had formerly enjoyed. That step made, we then let him approach the merchant for an order to cover the business secured from the merchant's customers. This was the second step in the progress of the new man. The arrangements preliminary to the campaign among the consumers had, of course, been made by the district man in general charge of the territory. He had paved the way. It, however, was very much up to the special man to finish the job by securing the proper sort of an order from the merchant. In that transaction the beginner had the opportunity to demonstrate his ability.

APPEARANCES WERE ALL AGAINST HIM

I recall the case of one young man who was working as a clerk in a store in a small Missouri town. The merchant had carried our line for a number of years, and the clerk had become thoroughly familiar with the goods. He made application for a position as salesman. I was rather favorably impressed with the manner in which he expressed himself, but I did not feel disposed to hire him unseen. I asked him to send me his picture. I was



Southwest Texas

is now enjoying an unprecedented era of prosperity, and every prospect indicates a further and pronounced increase.

Cotton acreage is greater than ever and the cotton crop will be a bumper in this section. All other crops are extraordinarily good.

For the 120,000 soldiers stationed in San Antonio and throughout Southwest Texas the Government alone is spending about a half million dollars daily.

There is one big, strong, widely circulating, confidence-inspiring, influential newspaper that reaches every worthwhile prospect in this field of wonderful opportunity—

The San Antonio Express

Known the country over as one of its big, clean, conservative, high-class newspapers.

Brilliant and forceful in editorial policy. Painstakingly careful in its close editing of news to assure reliability and accuracy of statement. *Equally so in the matter of the acceptance of advertising.*

It led the other San Antonio paper in advertising during the first seven months of 1916 by more than 32% in total, 27% in Department and Retail Store, 65% in Automobile (in August over 92%) and 61% in classified.

THE SAN ANTONIO EXPRESS opens the publicity door in Southwest Texas.

EXPRESS PUBLISHING CO.

THE JOHN BUDD COMPANY

Advertising Representatives

Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis

PREMIUMS AND THE LAW

Real Import of The Supreme Court Decision

From erroneous references in some newspapers and trade journals to a decision made some time ago by the Supreme Court of the United States, bearing upon the Florida and Washington State premium tax bills, many have obtained a wrong impression of its real import. The Supreme Court decision was, in effect, simply that the passage of such laws was not contrary to the *United States Constitution*, leaving the matter just where it has always rested—a question for the State Courts to determine—the legislatures being under the restrictions and limitations of their State Constitutions.

The Courts of more than a score of States have held that premium advertising has the same standing as any other form of advertising and cannot be prohibited or restricted.

The Florida law was repealed by the last Legislature of that State, after the unwarrantable features of the measure were recognized. There is also every indication that the Washington law will be amended or repealed, at least insomuch as it applies to manufacturers' coupons. In fact, since its enactment even the trading-stamp and coupon companies (at which it was chiefly aimed) have continued to do business "at the same old stand" through only a slight change in their methods.

Only recently Governor McCall of Massachusetts advised the Legislature of that State, upon the advice of the Attorney-General, that a bill of this character would violate the *Constitution of Massachusetts*.

Since the United States Supreme Court rendered the decision in question, bills attacking premium advertising have been introduced in every Legislature in session during the present year.

NOTWITHSTANDING THIS FACT, NOT A LAW ADVERSE TO PREMIUM ADVERTISING HAS GONE ONTO THE STATUTES IN ANY STATE.

Selfish and powerful interests have been at work in an effort to capitalize the decision of the Supreme Court as an attack upon premium advertising. It was nothing of the sort. The decision simply left the matter where it had always rested—in the State Legislature. New York, Massachusetts, Louisiana, Georgia, Rhode Island, Ten-

(*The continuation of this article will be found in a brochure, "Premiums and The Law," published by The John Newton Porter Co. (PORTER PREMIUM SERVICE), 361 Broadway, N. Y. A copy will be sent free to any vitally interested concern writing for it on its letterhead and mentioning Printers' Ink.*) (Adv.)

quite disappointed. From his letter I had expected something quite different. The picture appeared to be that of a boy not much past nineteen and with "country" writ in large letters all over his face. I let him down easy and figured the incident closed. Not so on his side, however. He then started after our district man and surely made life interesting for that individual. Finally I received a letter from our man to the effect that if I didn't give that fellow down at Adrian a job pretty soon he'd quit stopping there and would use long-distance 'phone instead. I was more pleased than otherwise at this. I came to the conclusion that if there was any advantage in a salesman having perseverance this particular applicant was well supplied. My first good impression of his application came back to me. Photographs are not always accurate likenesses, I reasoned. The upshot was I gave the boy the chance he had so earnestly begged. I could see no harm in giving him a trial at least. He couldn't do very much harm if he failed, and if he made good we'd be that much better off.

Well, do you know, that fellow went out and made a brilliant success. In his first season he wound up in third place in a force of forty-two men. How easily we can miss a winner! A boy in appearance, with an environment which would not be expected to be conducive to success in his chosen field, and with no road experience whatever, this lad bettered men with years of experience, fellows who had every advantage which can accrue from acquaintance, familiarity with the line, etc.

The case related is only one of many. I dare say I could tell the stories of several score more who have come up through our organization and are either making a success with us, or are located elsewhere to the advantage of the concerns they are working for.

The boys from the general store show a willingness to learn and to accept instruction. They maintain quite a different attitude of

FATIMA

A Sensible Cigarette



EVERY time
you see a
man smoking a
Fatima, you
know he is get-
ting all the *com-
fort* that is possi-
ble in a cigarette.

Liggett & Myers Tobacco Co.

20 for
15¢

PARSONS

OLD HAMPTON BONE



*The man who
is careful to specify*
Parsons Old Hampden Bond

Parsons Old Hampden Bond

for his business stationery will not be satisfied until he has a letter heading which is as truly in keeping with his business or profession as the stock he prefers.

To help such particular men Parsons has published their "Handbook of Letter Headings" which tell you clearly and with simple diagrams how to apply the basic principles of GOOD letter headings.

The book is not a cheap pamphlet, but a real text book. The price is 50 cents postpaid to any executive who writes for it on his business stationery.

Makers of fine writing papers exclusively since 1853



mind as compared with the cock-sureness of the city lad. That blasé young gentleman has to have things handed to him on a golden platter else he'll take his hat and go home. The job has to pay so much money or he won't consider it. The territory must be just what he wants or nothing doing.

On the other hand, the *opportunity* means everything to the country youngster. He has a pride in personal success which makes him work extra hard. In small communities everybody is acquainted with his neighbor. If a fellow gets a job selling goods or in some other activity away from home and fails to put it across all the tongues in the old home-town wag overtime. These young men do not want to go back and confess by inference or otherwise that they couldn't stand the gaff. They fight harder to win, and therefore they win oftener. Of course, they don't all win, but the percentage is in their favor all the way because they start out thinking right about the job, the opportunity, the house they're working for, and with a thorough respect for the man who gives them their orders.

A man from the country is frequently gauged as slow-thinking, but this does not fit the salesman hailing from that source. It is remarkable how quickly these boys attain a skill and polish which enable them to go up against the most perplexing difficulties. I have been astonished several times at the finesse displayed by some of these young men when called on to handle ticklish situations in the matter of adjustments as well as some large deals which came their way.

Salesmen of this type do not shy at hardships. If they have to make a territory where the hotels have bedbugs as bellhops and cockroaches as waitresses they make the best of it and cover the trail. Your city man likes to stick to the beaten track. The good hotels and the electric-light circuit look awfully good to him. Many times a city-raised salesman will fail in country territory because he has not been accustomed



The Eyes of the American Press

Are closely watching THE AMERICAN JEWISH CHRONICLE for its authoritative reports and interpretation of Jewish events.

We select at random a few publications in which prominent mention has been made of THE CHRONICLE either editorially or in the news columns:

New York Times	New York Herald
Evening Post	Evening Sun
The Globe	The New York American
The World	Brooklyn Citizen
Kansas City Journal	Pittsburgh Post
Boston Transcript	Boston Post
Boston Journal	
Boston Christian Science Herald	
Newark Evening News	Springfield Union
Springfield Republican	Columbus Dispatch
Baltimore American	Baltimore News
in addition to	
215 foreign language publications.	

It is fair, therefore, to assume that THE CHRONICLE is of interest to more than its 100,000 cover-to-cover readers.

Rate card and copy on request

THE AMERICAN JEWISH CHRONICLE

A National Weekly

Aeolian Hall New York

SUCCESSFUL FOOD PRODUCTS SALES MANAGER

Formerly factory sales manager of Francis H. Leggett and Company, 3 years; 2 years with Austin Nichols & Company, Inc., promoting sales of "Sunbeam" goods; now severing connection with Anger-Brohel Co., macaroni manufacturers—discontinuing business, and I wish to hear from food product manufacturer. I know both buying and selling ends of business thoroughly. Refer to Theodore F. Whitmarsh, Vice-President, Francis H. Leggett; Harry Balfe, President, Austin Nichols; Joseph A. Brohel, President, Anger-Brohel Company. Will go East, West, South or North.

GEORGE S. MURPHY
35 Clarkson Avenue
Brooklyn, New York

ART DIRECTOR WANTED

With executive capacity and ability to supervise in all classes of media and to direct methods of reproduction.

In answering state previous experience and lines of work handled, also earliest date on which you can take up work.

Actually unlimited opportunity for the right man.

Address reply to "C,"
Box 116, Printers' Ink

to taking a bath in a washbowl and having only a candle to light him to bed.

I remember one such instance related to me by the sales manager concerned. For several years a wholesale dry-goods house had had in its employ a capable young man who had expressed a keen desire to get out "on the road." His work on the floor in the house indicated that his ambition was thoroughly reasonable. A vacancy developed down in Arkansas and, while there are plenty of good hotels in that State, there are also a few where all the guests are not registered and where porcelain tubs, electric lights and modern sanitary arrangements are still developments of the future. The young man took the assignment enthusiastically, but just four days brought a wire into headquarters asking for a release. Urged, he tried it two days more and then beat it for home. Perhaps he had a streak of yellow? Yet that same man made a splendid success where traveling conditions were to his liking and to his training as a city dweller; so the rule does not always apply.

SALESMEN FROM COUNTRY KNOW MERCHANTS' VIEWPOINT

Another advantage the young fellows in the country stores usually have as a basis for success lies in the disposition of the proprietors to take into confidence and consult with their clerks. The management of many such establishments is almost co-operative because of this custom. As a rule the clerks are fellows who have been raised in the community and have been known to the dealer from childhood. Such an acquaintance begets confidence. Where there is confidence there is apt to be consultation. Of course the final decision rests with the merchant, but many sales are greatly influenced by what the clerks think of the proposition. Not infrequently the clerk is present during the salesman's presentation of the proposition so that he may the better be able to give an intelligent opinion. Such ex-

LOYAL

A great American recently said:

"Do you know what loyalty is? Loyalty means a great deal more than simply 'not betray.' More than acquiescence. Such things are negative; loyalty is a positive virtue. It is more than personal, also. Loyalty means full accord with the plan * * * absolute harmony."

If you could command such loyalty—not from one individual but from the cream of the 16,000,000 Roman Catholics in the United States—what would it be worth to you?

The more than 150,000 subscribers to EXTENSION MAGAZINE are not only loyal in spirit, but in financial expression as well—in one year they gave over \$330,000 to further the work of the Catholic Church Extension Society in America.

Your advertisement in EXTENSION MAGAZINE is a personal appeal to this vast audience of well-to-do consumers.

We have a story about EXTENSION MAGAZINE—including facts and figures—which we would like to tell you.



Extension Magazine

F. W. HARVEY, Jr.
General Manager

LEE & WILLIAMSON
Eastern Representatives

JAMES K. BOYD
Advertising Manager

GENERAL OFFICES:

223 West Jackson Boulevard - - Chicago, Illinois

Eastern Advertising Offices, Flatiron Bldg., New York City, N. Y.



Treat Your Printer as Well as Your Tailor



You would not call in a number of tailors and say: "Here are my measurements. Now you fellows see how cheaply you can get me out a suit. The lowest bidder gets the job."

Why buy your printing on that basis?

It pays to standardize on a printer. Pick out a good man and give him enough of your work to make it worth his while to give you service.

Help your printer by giving him an idea of what you want. Tell him to use Hammermill Bond as the basis of your printing. It will save money for you and insure your getting uniform quality to specify Hammermill Bond to your printer every time you place an order for printing that requires bond paper.

With Hammermill Bond you have white and twelve colors in bond, ripple or linen finish with envelopes to choose from.

To help you see how Hammermill Bond will apply to your business we have published special portfolios, each one dealing with a particular line of business. Send for your portfolio mentioning the business in which you are engaged. We have a special portfolio for Advertising Agents and Advertising Department Managers which will be sent on request.

HAMMERMILL PAPER COMPANY
ERIE, PENNSYLVANIA

HAMMERMILL BOND

"The Utility Business Paper"

perience gives the salesman who graduates from this environment a peculiar appreciation of the reasoning behind the purchasing of goods by dealers thus situated. He never forgets that the clerks are mighty good fellows to have as friends. And the fact that a salesman was once himself a clerk behind the counter is one big asset, for the fellows who are still there like to help out the lad who's gotten out into the big league. They, too, are ambitious for the same opportunity and certainly swing business in the way of the successful one.

Thinks Per Capita Figures on Autos Mislead

Repeated reference to the number of automobiles in this country per capita gives a very misleading impression as to the number of actual owners of cars. For instance, in measuring the possible extent to which the automobile would be substituted for railroad transportation in case of a railroad strike, it is stated that one person in every 29 in Massachusetts owns an automobile.

This is absolutely fallacious, as the fact is there are probably not more than 600,000 automobile owners in the United States and probably not more than one in every 75 persons in Massachusetts own cars.

The discrepancy comes from the universal tendency to regard registrations as equivalent to individual ownership; whereas in point of fact there are a great many individuals who own four or five or more cars and of course there are innumerable establishments running automobiles for commercial purposes who have anywhere from 17 to 50 cars registered under their names.

The point is that in seeking the elusive saturation point in the automobile industry figures are repeatedly cited showing the ratio between the number of people in the country, and it is immediately assumed because, for instance, there is one automobile for every 48 people in the United States that one person in every 48 owns a car—whereas in point of fact the 3,000,000 cars in the country are probably all owned by from 600,000 to 800,000 people.—*Chicago Examiner*.

Fred Schivera, Jr., With New Fiction Publishing Company

Fred Schivera, Jr., has been appointed circulation director of the New Fiction Publishing Company, New York magazine publisher. He was formerly circulation manager of *Smart Set*, and more recently of all the Warner publications—*Smart Set*, *Field and Stream*, *Parisienne*, etc.



Evansville, Indiana

is booming—

BABSON says so, DUN says so, WE say so, and EVERYBODY else who knows EVANSVILLE says so.

Evansville is building a municipal coliseum costing a quarter of a million dollars, a new hotel costing a half of a million dollars. Evansville has three new beautiful bank buildings each costing from a third to a half of a million dollars. The U. S. Government is constructing on the Ohio River at Evansville the largest movable dam in the world costing two million dollars.

Evansville has a great big up-to-date newspaper, one of the best made, most brilliantly edited, most influential daily and Sunday newspapers of the country;

The Evansville Courier

Evansville has the largest buggy factory in the world—making one hundred thousand buggies a year. Evansville has the largest gas engine factory, the largest cigar factory, the largest furniture factory in the world.

Evansville bank clearings show an increase of a half a million dollars a week over the preceding year.

Evansville is the busy workshop of four hundred varied industries, the commercial center of a rich, populous and fertile territory embracing parts of Indiana, Kentucky and Illinois.

THE JOHN BUDD COMPANY

Advertising Representatives

Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis

70%

of the ads. in a recent issue of "The Passing Show" were

renewals of closely-watched 'keyed' ads

Our policy of inserting only clean, guaranteed advertising in The

PASSING SHOW (BRITAIN'S BRIGHTEST WEEKLY)

has not a little to do with the excellent results advertisers are securing.

\$150 per page

Guarantee of 150,000 net paid sales (certified).

If you are considering an after-the-war campaign in the British Isles, write to

*Philip Emanuel
Advertisement Manager*

ODHAMS LIMITED
85-94, LONG ACRE
LONDON, W.C.

When Agency Cares for All the Advertising

(Continued from page 46)

shock of the uprooting, but they felt the way of the current, and retired.

The head of the company, who has always kept and will always keep, so long as he is able, his weather eye on the advertising—and it promises to be a good many years more—took occasion to declare that he would O. K. the publicity advertising; the sales manager, the window and store work, sampling literature and kindred subjects. Another department manager, who will some day take the helm of the whole organization, and is now in charge of an important department, took over the supervision of container designs (where he previously had been in charge only of the production of containers), together with divers and sundry other matters that had been left to the advertising department theretofore; but everything that is advertising, in every department of the business, to-day is up to the initiative of the agency and directly in its charge, subject only to the O. K.'s of the managers, about as outlined. The O. K.'s have been forthcoming in every instance.

There is no advertising department! In the accounting department there is a young man who checks in all advertising material as it is designed, bought and produced by the agency, and he looks after the shipping on orders after approval by the sales department. Another accounting-department factor checks the space used in magazines and newspapers. In the busy season of advertising, one or two assistants are employed in checking. This advertiser believes in closely checking all bills. He wants every penny of cash discounts, for instance, and he gets them all.

The engraving work is now handled by the agency, a state of affairs which is more customary among advertisers, to say the least, than the previous arrangement. There is something of an

*We can afford
to advise you
Not to advertise.*

Some concerns are like "rookies"—certain of their business muscles need developing and hardening before they are ready to enter a national campaign of advertising.

To start before they are ready would very likely mean disaster.

Because our fees are based on service rendered rather than on money spent, we are under no temptation to hurry you into premature expenditures.

Publisher's commissions serve simply to reduce our fee.

We take advantage of all that you have ever learned about your business and find out by country-wide research what your customers have not learned. Then we are able to present a logical sales and advertising program.

If you accept that strategic program we proceed—and having determined what our portion of the work is to be, charge what it is worth. If you don't accept our plan, we withdraw—and charge nothing.

Our method may mean a slow start but it insures a well reconnoitered battlefield free from dangerous ambushes.

**WILLIAMS AND CARROLL
CORPORATION**
Merchandisers
Metropolitan Tower, New York



THE BREEDER'S GAZETTE

Established 1871 "The Farmer's Greatest Paper" 1,000 per Year
Senners Publishing Co., 342 South Dearborn St.
CHICAGO, U.S.A.

THE GAZETTE goes to no farm home except upon invitation, and the solid, substantial folk whose names are found on its subscription list represent the very cream of American rural citizenship.

With absolute confidence we assert that **The Gazette** list holds the names of the owners of more fine farms than can be found in such conjunction elsewhere on either side the Atlantic.

You can reach them through the business columns of their favorite newspaper.

Regular mailings of **The Breeder's Gazette** for 1916 have been as follows:

	COPIES		COPIES
Jan. 6	92,049	May	4....91,950
13	91,623		11....94,050
20	91,550		18....94,200
27	90,747		25....94,329
Feb. 3	92,447	June	1....94,750
10	92,240		8....93,650
17	93,040		15....94,825
24	93,240		22....94,620
March 2	92,640		29....94,320
9	93,600		
16	93,720	July	6....94,101
23	93,720		13....94,300
30	93,780		20....94,324
April 6	94,200		27....93,907
13	94,460	Aug.	3....94,089
20	94,650		10....94,260
27	94,680		17....94,650
Total			3,092,311
Average			93,706
Less mailed to advertisers, agencies, agricultural schools, exchanges, etc.			2,718
Total net paid			90,993

Sample copies not included in this statement.

The Breeder's Gazette

542 South Dearborn Street Chicago, Illinois

Member Audit Bureau of Circulations.



GEORGE W. HERBERT, Inc.,
Western Representative,
600 Advertising Bldg.,
CHICAGO, ILL.

WALLACE C. RICHARDSON, Inc.,
Eastern Representative,
381 Fourth Ave.,
NEW YORK CITY.

increase in the expenditure for this item, comparatively, but the chief says that he is leaving the advertising to the agency, and the agency will not make mere price the chief consideration in buying advertising plates. The engravings are uniformly good now; so they were before. A saving is being made in the cost of handling the routine for engravings and electrotypes, for there is no more of an exacting kind of checking and accounting that once was the rule. Let no one infer that the bills are not being checked, but the O. K. of the agency puts the bills through, if extensions are correct, and they compare with proposal prices.

Right here it should be stated that the agency is the recipient of no less and no more of commissions than it would be receiving with an advertising manager or department in the office of the advertiser. Its fees for the entire work, however, together with any increases in expense due to changed arrangements, make a showing of a remarkable reduction in the total advertising expense as compared with the former methods. The advertising does not appear to be suffering. Thus far there has been a feeling in the advertiser's office that there is greater expedition in the handling of this part of the business since the agency took hold.

If a special circular is wanted, or a form letter of consequence, it is usually prepared or edited by the agency. The quantity and variety of this kind of material, however, have been reduced almost to nothing, where previously a great deal was produced.

AGENCY HAS COMPLETE CONFIDENCE
OF ADVERTISER

At a convenient but not fixed time the agency comes to bat with a schedule that shows the publications in the magazine field to be used during the coming year, the kind of space secured and the cost for each month and for the year. The appropriation for newspaper space is laid out and a general outline prepared of how it shall be expended.

YOUR PRODUCT

IT'S mighty interesting to you, but other people don't seem to enthuse over it. To get them to give up real money for it isn't as easy as it looks.

Finding the simple, easy, natural point of contact—the line of least resistance between your product and the consumer—is something in which K V P D have had a great deal of experience.



KLAU-VAN PIETERSOM-DUNLAP
INCORPORATED
ADVERTISING IN ITS ENTIRETY
MANHATTAN BUILDING, MILWAUKEE, U.S.A.

"We recommend Harley-Davidson Motorcycles"

650,000

People in The Bronx—and Not a Single Hotel

This means that the community is one entirely made up of **Homes**.

This means much to the advertiser.

It means even more to him, too, to know that nearly every desirable home in the County can be reached by

THE BRONX HOME NEWS

Published three times a week—Tuesday, Thursday and Sunday

The Bronx Home News goes into more homes than do all the big metropolitan dailies, printed in English, morning or evening, combined.

The guaranteed circulation of The Bronx Home News—each edition—is

100,000

Copies. There is but one edition of each issue printed. It is absolutely and militantly independent and prints nothing but local news.

It is delivered by our own carrier system.

The Home News invites investigation of its circulation system in every detail.

We are also ready to show prospective advertisers what a great and growing territory The Bronx is. Very few people—even New Yorkers—fully grasp the fact that The Bronx, if separated from Greater New York, would be the sixth city in population in the entire Union.

There are two other editions of The Home News published: The Harlem and Heights Edition, Wednesday and Sunday (100,000 copies each edition), and the Yorkville Edition, Friday (50,000 copies).

THE HOME NEWS, 373 E. 148th St., N. Y.

Publisher, James O'Flaherty, Jr.

Downtown Office, O'Flaherty's N. Y. Suburban List, 22 North William St., New York.
Chicago Office, Edmund R. Landis, 8 South Dearborn St.

Thus far the advertiser has promptly approved of the schedules presented by the agency. Indeed, the customary conferences on this subject have been virtually abolished. In the past some of the department managers, together with the advertising manager and the head of the business, spent long and sometimes arduous hours in the discussion and dissection of "the list" and the schedules. It was an annual event! Recently the chief has asked, it is said, only two questions at "scheduling time": "Does it look all right to you?" to the agency; "Is it inside of the appropriation?"—to the treasurer and to the sales manager who must estimate his sales for the succeeding year in order to reach a basis for the appropriation.

At other times, since the new régime has come in, the agency brings in a large bundle. It is "done open" with slight ceremony and the designs for the display material, sampling literature and other subjects stand revealed. There has as yet been no hesitancy in the approval. A few suggestions, possibly, as to some details and a word of especial approval for this or that design and the "conference" is closed in due form. The "advertising material" for the coming year has been decided upon. Questions of quantity are solved by the sales department.

COST HAS BEEN LOWERED

The advertising department, in short, has been utterly abolished and the whole job is up to the agency. *It is costing the advertiser twenty-five to thirty per cent less per year than before.* To all appearances just now, if the agency continues as it has begun and doesn't become infected with notions, such as reforming the direction in which the vines run on the front wall, this very pleasant situation may continue indefinitely. Its hand is felt in every department of the business and its advice is sought for by all of them.

Even the throng of solicitors who visit the factory for their publications—and it is growing



Everybody OF BRITISH BIRTH *who is* Anybody SEES "PUNCH" REGULARLY

IT is the "Anybodies" who really count as buyers of your goods, especially if they are high-class and run into money.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bouverie Street
London, E. C., England

The spirit of a town is reflected
in its newspapers, but the
Spirit of a Nation and of a whole
Continent is reflected in the

Accuracy, Thoroughness and Timeliness of the
**STANDARD REGISTER OF
NATIONAL ADVERTISING**

NATIONAL REGISTER PUBLISHING CO.
Miners' Bank Building . . . Wilkes-Barre, Pa.
10 East Forty-third St. Tel., Murray Hill 496 New York City



**HENRI HURST
& M^CDONALD**
(INCORPORATED)

GENERAL ADVERTISING AGENTS

122 SO. MICHIGAN AVE. CHICAGO

We have prepared two interesting booklets—
“Merchandising Thru Middlemen” and
“Selling by Mail.” Upon request we shall be glad
to send either book to any national advertiser.

Member A. B. C.

less—seems to be satisfied, except that now and then some one of them politely declares that no advertiser ought to leave his space selections entirely to the space-buyer of an agency. Of course, these are likely to be representatives who are "not on the list." None other would express such an opinion. It would not be necessary.

It is a fact, well determined, that the change in arrangements in the organization of this advertiser has brought no friction, and neither grave nor nearly serious errors have occurred. No matter from which side one looks at it, the present situation appears to be entirely as agreeable as could be desired in all its workings. The head of the business has given no hint that he has in any way regretted his decision to put it all up to the agency. He spends much more time away from the office than ever before.

Regardless of the calm and peace that prevail inside of the organization, those on the outside who know the story of the change that wiped out this advertising department have been watchfully waiting. The arrangement is so very interesting to an advertising man; and to other advertisers, too. It is bound to excite curiosity and wonderment, because of its novelty, if for no other reason. Although the advertiser in this recital is a general publicity advertiser, and does not use specific merchandising copy, and although the products advertised have not yet been put into a position that requires the close and persistent intensive sales work that is chosen for many advertised products, either by necessity or for other reasons less pressing—notwithstanding all this, there is no end of interest in the proposition among the few students of advertising who are "wise" to the story, just as if it were all an experiment, and so named.

The fact that recent periods have been far more prosperous in this company than any previous similar period is not assurance enough for them that the arrangement will or ought to be

**The FACTS all lead
to one conclusion in**

MERIDEN CONNECTICUT

The Morning Record

is SUPREME:

In net paid circulation,
In circulation in City
Homes,

In character as a news-
paper,

In comparative amount of
local display advertising
carried,

In great lead in national
advertising in **ALL** classes
except Medical,

In enormous lead in Want
Ads,
and

As the **ONLY** Meriden
newspaper guaranteeing ad-
vertisers, **A. B. C. AUDITS.**

Space buyers agree that
claims and glowing figures
are not to be taken too seri-
ously, **UNLESS BACKED
BY A. B. C. AUDITS.**

For all information, rates, etc., ad-
dress **The Morning Record, Meriden,
Conn.**

Begin Here Please

It Is to Your Interest As Well As Ours

Right in this northeastern strip of the U. S. A. is the best place. It is a market place where buyers of all classes of goods can be found, silks or ginghams, champagne or cider, piano players or jewsharps, canvas-backs or codfish.

NEW ENGLAND IS COSMOPOLITAN—NOT PROVINCIAL

The Yankee, the Irish, the English, the Canadian, the French, the Hebrews and a goodly representation of the other countries of Europe with bone and sinew and brain keep New England in the forefront. The

LOCAL DAILY NEWSPAPERS

reach every day nearly all of these and teach them the doctrines that make them true Americans.

Through these local dailies you can have them know of your goods, and if they are worth while use them and demand them with profit to yourself.

Start here in New England; it is easily covered by your salespeople and the dealers push advertised goods.

Try these 12 if all New England is too big. Write any of them regarding conditions in these cities.

BRIDGEPORT, CT. POST and TELEGRAM
Daily Circulation 31,000—A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., COURANT
Daily Circulation 16,800
Population 98,915, with suburbs 125,000

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414
Population 150,000, with suburbs 175,000

MERIDEN, CONN., RECORD
Daily Circulation 5,963
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783
Population 73,144, with suburbs 100,000

PORLTAND, ME., EXPRESS
Daily Circulation 20,944
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 9,957 A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 27,705
Population 75,063, with suburbs 150,000

LYNN, MASS. ITEM
Daily Circulation 15,261
Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS. Standard and Mercury
Daily Circulation 20,949 net paid
Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS
Daily Circulation 20,021
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591
Population 100,000, with suburbs 250,000

permanent, and the present happy relations are not accepted as an endorsement for major operations for the removal of advertising managers and departments. Agency men who know this story are frankly saying that if they had the account they would prefer to have one or more men on the inside of the advertiser's organization to work with, and through whom they could maintain a close contact and a mutual attention for the ever-changing interests of the advertiser. Whether they would feel that close contact with the head of the business alone would fill the bill is a question that might arise in thinking of the detail that of necessity must be handled on a mutual basis. But they are willing to wait and see what happens, if anything. There is other comment of a similar import. None seems to think that the plan is bound to fail and no one will bet his last dollar that it will or should continue indefinitely.

And the advertiser says he is satisfied; that things are going along "all right"—no need for anyone to worry about it, or start an argument over it. When he gets any "advertising mail" he sends it along to the agency; his assistants do likewise, under positive instructions.

Maybe he has a "system" that's a new one in the world of merchandising and advertising, but is not telling anyone about it!

Trade-papers' Change of Management

The United Publishers Corporation has established a new unit over the corporate name of The American Architect, Inc. In this unit will be published *The American Architect, Building Age, and Metal Worker, Plumber & Steam Fitter*. The two latter papers have heretofore been published by the David Williams Company, one of the units of the United Publishers Corporation. These three publications will be issued from 50 Union Square, New York. G. E. Sly is the president, and E. J. Rosenkrans is secretary and treasurer of the new organization.

I. E. Seymour has resigned as general manager of the Simmons Publishing Company, Springfield, O., to become manager of the *Household Journal and Floral Life*, published at Moosehart, Ill.

From Every Point of the Compass Came the Summer Visitors to

MAINE

They lingered with us through the summer months, had a glorious time, and many have returned to their homes with fond memories of beautiful

PORTLAND

They left a great deal of money here with our merchants, hotel-keepers, inn-keepers, and all who contributed to their comfort and pleasure.

Business is good in Portland. If you have anything worth while to sell Portland people, advertise it in the

Evening Express

The great evening newspaper of Maine's largest city. The EXPRESS leads in display, classified, circulation, and of course selling value.

*Julius Mathews Special Agency
Boston Chicago New York*

MILLION DOLLAR COMPANY

TO BUILD HOMES FOR WORKERS IN BRIDGEPORT Connecticut

The recent census of factory workers shows immediate necessity for house accommodations for 14,000 persons.

One company has been incorporated for \$1,000,000 to erect new houses to shelter Bridgeport's rapidly growing working population.

Provisions are being made to take care of the 36,000 skilled industrial workers who have been attracted to Bridgeport by the sureness of a position and the big wages which are being paid.

The

Post and Telegram

Read by the workers as well as the employers, business men, salaried men and wage-earners. All appreciate the Post and Telegram are Bridgeport's greatest newspapers.

*Largest Connecticut Circulation
Julius Mathews Special Agency
Boston Chicago New York*

**TO THE MAN WHO
ADVERTISES,
CIRCULARIZES OR
SELLS THROUGH
SALES MEN**

*Do you advertise—with poor results?
Circularize—with poor results?
Employ salesmen—with poor results?
If so, what is wrong?*

The question is answered in a book from the pen of one of the greatest business specialists in the country, entitled:

**The Selling Force
AND
The Selling Facte**

This book is a concentrated message to business men, preventing the prodigal waste of good money and giving the selling secret.

Application of the principles explained in this book has turned loss into profit, and small profits to large. A special and limited edition in flexible covers, pocket size, fully illustrated by F. G. Cooper, printed on hand-made paper with lubricated initials will be sent to readers of Printers' Ink upon receipt of 25 cents in stamps or coin. Money back if the information the book gives is not deemed worth a great deal more than the price.

THE DANDO COMPANY
3rd near Chestnut St., Phila., Pa.

**Relationship of Lowney Co.
and United Drug Co.**

There has been a misunderstanding of facts shown in items published in the daily papers and the trade press regarding the relationship of the United Drug Company and the Walter M. Lowney Company of Boston.

A statement from the general manager is to the effect that the relationship is one which doesn't affect the ownership of Lowney's. The facts of the matter are these: A company called the Chocolate Refiners, Inc., has been organized to engage in manufacturing "all the products of the cocoa bean." It is taking over all of the real estate, machinery and equipment located at Mansfield, owned by the Walter M. Lowney Company, and also the machinery and equipment for manufacturing chocolate coatings and cocoa, owned by the United Drug Company. The Lowney Company and United Drug Company own all the capital stock of the new company.

It is the purpose of the new company to manufacture and to supply the Lowney Company and United Drug Company all their requirements of chocolate coatings and cocoa. The new company does not take over any of the trade-marks or formulas; these are reserved to their respective owners. The individual formulas, however, will be used by the new company to produce the exact and uniform products characterizing the various brands and kinds of chocolate supplies sold by the Lowney Company and the United Drug Company.

The proposition is characterized as being one for mutual manufacturing advantages by reason of volume, reduced overhead charges, etc. All Lowney goods will be sold by the Walter M. Lowney Company, as heretofore.

**Thomas C. Lothian
Proprietary, Ltd.**
Melbourne and Sydney
Founded 1888
Cable Address "Thorough" Melbourne

AUSTRALASIA
Publishers' Representatives

COMMISSION and direct buying. Agencies for Australasia are sought in any lines that can be sold to Booksellers and Stationers.

WE represent some of America's best Publishers and all the Booksellers of Australasia are called upon regularly.

WE are also in close touch with all the Libraries and with the Educational Trade.

Bankers: The Bank of New South Wales, Melbourne

Head Office: 100 Flinders St.
MELBOURNE, VICTORIA

**Adcraft Club Investigates
Doubtful Ad Propositions**

A special committee of the Adcraft Club of Detroit has perfected a plan for minimizing the evils attendant upon the soliciting of advertising for special programmes, special editions, and doubtful advertising propositions.

All propositions submitted to the Adcraft Club will be promptly and thoroughly investigated and cards issued to authorized solicitors.

Each of the 4,000 members of the Board of Commerce will be given a display card which he may hang up where solicitors will see it.

**Arthur G. Ross Opens Office in
San Francisco**

Arthur G. Ross, formerly with the Pacific Railways Advertising Company and recently advertising manager of the Paraffine Paint Company, San Francisco, has opened advertising offices in that city.

Let Those Who Serve You Best Serve You Most

*A*N INVITATION to
Visit the Home of the

Charles Francis Press

in the

Printing Crafts Building

Eighth Avenue, 33d to 34th Streets, New York

TELEPHONE 3210 GREELEY



A cordial invitation is extended to those interested in PRINTING and BINDING to visit our new home, where you will be surprised at the exhibition of modern machinery and the clock-like precision with which the manufacture of printing is accomplished.

Those who contemplate accepting this invitation are requested to communicate with Mr. Charles Francis. He will be glad to make arrangements for their reception.

Absolute Reliability

:::

Unsurpassed Service

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

ADS

our claims to render service
are expressed in our work
—and in no other way.

Hurst & Hurst Co.

Type-setters to Advertisers
145 West 45th Street, New York
Telephone Bryant 4534

*Satisfied customers are
our biggest asset*

MONROE PRESS

225 West 39th Street
N E W Y O R K

READ PRINTING COMPANY

HIRAM SHERWOOD, President

Ideals are not attained
without ideas properly
presented.

106 SEVENTH AVE., N. Y.
Telephone 6396 and 6397 Chelsea

Typographic Service

for Advertising Agencies exclusively

Especially equipped for
handling Advertising
Composition day and night

C. E. RUCKSTUHL, INC.
27 EAST 31ST STREET, NEW YORK

High Grade Publications AND Advertising Leaflets

ROY PRESS

WM. J. LAWRENCE
President

Beekman and Gold Streets, New York

EMBOSSING

"stands out"—An embossed cover
always stands out and makes your
catalogue out of the ordinary.

*We are specialists in
the embossing line.*

Walcutt Bros. Co.

141 East 25th St., New York City

"Lost in the Mails"

Can never happen to drawings, copy, cuts,
proofs, etc.—if the parcel is labeled with
McCourt's Gummmed Labels
Insure safe delivery or prompt return.
Perforated Rolls—ready to insert in type-
writer—address is typed quicker than
scrawled by hand; always neat—and legible
to everybody.

There's big advertising value in McCourt's
Labels—neat, attractive, representative.
Cost no more than the old-style flat label.
Get our prices—then ask your shipping
clerk.

*New Label Book and Cabinet Catalog
Free to readers of Printers' Ink*

McCourt Label Cabinet Co., 54 Bennett St.
H. H. BLACK, *President* Bradford, Pa.

CATALOGS—B

MANY of America's
prominent adver-
tisers and adver-
tising agencies like the
George Batten Co.

J. Walter Thompson Co.

Frank Seaman, Inc. . .

Federal Agency . . .

and others, requiring
high-class booklet and
catalog work use the—

CHARLES
FRANCIS
PRESS

461 Eighth Av.
New York City

Printers of
"PRINTERS' INK"



Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,
Advertising Agents and Publishers

THE COLORPLATE ENGRAVING CO.

SCRIBNER BUILDING 31-39 WEST 43rd ST.
NEW YORK
J.E. RHODES PRESIDENT

Phone 4460 BRYANT 4461



QUALITY COLOR PLATES

ELECTROTYPE SERVICE IN CANADA

GET your electrots out on time. As far as possible, all orders are sent out by us the same day an order is received. *We Save You Duty—We Save You Time.*

RAPID ELECTROTYPE COMPANY OF CANADA

345. Craig St., W. MONTREAL, P.Q.

Advertising Service

"We wish to say that your service has been all and more than you said it would be when you solicited our business and we naturally feel well satisfied.

Yours very truly,
Feb. 28, 1916 THE ERICKSON CO."

THE GILL ENGRAVING COMPANY

140 Fifth Ave. New York

SCIENTIFIC ENGRAVING CO.

406-426 W. 31st St., New York

Telephones Chelsea 2117-2129

Best Equipped Plant in New York

Guaranteed you finest plates at reasonable rates

FINE PLATES

A good Picture is worth a ... Million Words

ARTHUR BRISBANE
BEFORE THE ADVERTISERS CLUB
THE STERLING ENGRAVING CO.
NEW YORK CITY
Artists - Engravers

200 WILLIAM ST. TEL 2800 BECKMAN
10TH AVE AND 36TH ST. TEL 2800 GREELEY

People used to say that "a cut is a cut" until they saw one of ours.

Metropolitan Art Craft Co.

2 Duane St. New York

Telephone Beekman 4598

"THE KIND THAT'S FIT TO PRINT"

THE advance in the price of paper has introduced new economic conditions in the preparation of advertising literature. The use of Color Illustrations

will do much to offset the increase in the cost of paper by their superior selling value. Advertising directors will be interested in our service.

ZESE-WILKINSON CO.
Color Printers & Engravers
424-438 W. 33rd St., New York City

Photo-Engraving

in all its branches

LENZ
PHOTO-ENGRAVING CO.

Printing Crafts Building
New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.
New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents. Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, SEPTEMBER 14, 1916

Impending Changes in Methods of Retail The news as reported in PRINTERS' INK that

Distribution mail-order material house, is starting a chain of stores has been commented upon as fresh evidence of the growing vigor of the specialty shop vs. the department store. The subject is a live one to alert manufacturers seeking the best distribution. From very early times when retailing was conducted by itinerants, through the stages of the marketplace and bazaar, down to the hey-day of the great department store in the period from 1890 to 1905, was a matter of centuries.

The important changes and developments that are now taking place began to be noticeable about ten years ago. They have been particularly active in the past five years.

These changes and tendencies are vastly important to manufacturers.

Time was when the salesman who went to New York, gave ex-

clusive sale of one or more numbers in his line to a department store and considered the city "closed," was counted a star performer, especially if he repeated the feat in several other cities.

Today this is not so. For many reasons, some obvious, others not so patent, the manufacturer with "ear to the ground" takes different methods.

The specialty shop is undeniably coming back, and this puts an entirely new aspect upon the manufacturer's problems of distribution.

Manifestly an experienced, capable, ambitious man would rather perform the arduous work incident to modern retailing in a store over which hangs a sign bearing his own name, than lose his identity, as he invariably does, in a department store. The great shops have unwittingly, and perhaps unavoidably, been educating a fine crop of competitors.

Department stores have been depending too much on the bargain idea; on cutting cost by marketing great quantities of one style, thus rendering more difficult the customer's expression of individuality in selection. They have forced the sale of too much of what they wanted to sell, and have offered too little of what the public really wanted. They have discarded quality for pennies; assortment for dimes; exclusiveness for dollars.

They have permitted (whether unavoidably or otherwise is an open question) their "overhead" to increase greatly.

Pride in being able to say that they "sell everything under the sun" has made for losses.

The impossibility of the one or two really big executives at the top concentrating on some one line has cost them dearly. Price-cutters are paying the penalty.

The growing tendency to discriminate against trade-marked and price-restricted goods has affected them injuriously.

On the other hand, the specialty shop may have just the degree of exclusiveness it desires. Its owner need have very little capital if his record is such as bankers

favor. His percentage of overhead is smaller and his risks are less. He concentrates, which means much. He knows that the pursuit of the bargain is not mankind's and womankind's sole object in life. He is of the era of high specialization. He sees all, hears all, knows all with regard to his shop and its activities, and estimates what the people want and gives it to them.

There are no distracting influences upon the customer in the specialty shop; it carries only one or closely allied lines. The jams and rushes of the department store are avoided. It secures the better class of employees and changes infrequently. It is a stickler for style, seasonableness, quality and utility. It makes many and profitable stock-turnings.

Price-cutting, except very occasionally for special cause or clearance, is avoided. Trade-marked goods are pushed.

Though on a larger scale, New York is typical of the renaissance of the specialty shop in all cities. Its department stores are having a strenuous time meeting their figures of a few years ago, despite largely increased population. Some of the largest stores have fallen by the wayside. Several are not profitable.

The specialty shops are forging ahead, "up-town, down-town, all around the town."

Wise manufacturers are cultivating this trade; advertising agents are seeking it persistently; newspapers are working hard for its advertising; and all pronounce it "very good to have and to hold."

Dangers In Use of Other Man's Sales- The manufacturer who asks the newspaper's co-operation in

men securing initial distribution would do well to consider whether he is wise to depend on salesmen who, however sincere in their efforts to help him, are not necessarily as well versed in all angles of the proposition as his own men. Especially is this pertinent of so critical a point in any proposition as the period

when first distribution is sought.

About a year ago a certain large Pacific Coast concern was starting an extensive sales and advertising campaign for a new proposition. From the first it invited the aid of the newspapers, asking them actually to sell initial orders.

This is the way such co-operation worked out in a certain territory. A newspaper man called on a list of the leading dealers and jobbers in his town. Everywhere he was met with the steadfastly maintained objection that the price was too high. He booked not a single order for the concern.

When he so reported to the company it jumped a specialty salesman into his town. This man also ran up against the price objection. This, however, he was prepared to meet by explaining that after the first of September a change in freight rates would enable him to shade the price about three-quarters of a cent a pound. As the original objection had been that the price was only half a cent too high, with this obstacle removed the newcomer sold several carloads of the goods right in this territory.

But—he could not sell any of the grocers or jobbers who had originally turned down the newspaperman. Having made up their minds in the first place, they were not to be won over on second application, despite the breaking down of their one big objection.

Had the newspaperman been as thoroughly conversant with all the factors of the new proposition, undoubtedly he could have accomplished the same result. But he was first of all a newspaperman—primarily bound up in his own proposition, and could not be expected to devote his attention exclusively to another man's affairs.

Before asking such, at best, incomplete co-operation, let a company figure first whether it may not be running the danger of killing, or at least paralyzing temporarily, a territory potentially rich in sales. In this case the company's salesman got out more fortunately than might have been expected. For the pinch-salesman

has quite as hard a moral situation to overcome as the pinch-hitter sent in to win a losing game. If the advertiser does wish to use the newspaper's salesmen he should see to it that the latter are as well primed as his own men.

Advertising The great nations now at an Ideal war have

achieved the impossible—that is to say, they have accomplished that which would almost universally have been regarded as impossible two years ago. They have sustained enormous military operations and incredible financial burdens—more than that, they have attained a higher industrial efficiency than ever was known before. Under the spur of patriotism and the pressure of military necessity, men and women in England, Germany and France have become so proficient in certain lines of production as to confound the theorists. The war has shown what may be accomplished if men will really set their minds and hearts upon it, and men of broad vision in more than one of the nations involved are already casting about for the means of preserving some part at least of this higher standard of accomplishment after the war is over.

Charles F. Higham, for example, has an article in the August issue of *The World's Work*, London, in which he points out that the enormous power of advertising might be used to turn men's minds and hearts in that direction. He does not attempt to go into all the details, but he does suggest that by continuing the war-taxation for a few months after the coming of peace, the nation might easily accumulate a fund which could be used in a comprehensive campaign of education. Such a fund would establish trade and technical schools, pay competent teachers, and provide for a vast campaign of advertising to implant among men and women the active desire to increase their standards of production. The diligence and enthusiasm which is

being shown by all classes of workers to-day ought not to be lost, and Mr. Higham believes that modern advertising is chief among the means of maintaining, or even raising, present standards.

In short, it is proposed that the nation shall use advertising for the attainment of an ideal; the ideal of *work as a public service* on the part of all classes, from the highest to the lowest. Though the object is so intangible a thing as a state of mind, it will not strike those familiar with the power of advertising to create good will (another intangible state of mind) as altogether fantastic.

How Prohibition Law Will Affect Ontario

The Ontario prohibition law goes into effect on September 16th. The immediate result is the advertising of liquor dealers who have established offices in Quebec province for mail-orders from Ontario. Because the British North American Act of 1864 prohibits one province from enacting legislation that would cut off the import of goods from any other province, liquor dealers in Quebec can ship liquor sold in Quebec into Ontario for consumption in Ontario but cannot sell the liquor in Ontario. Brewers in Ontario are shipping their products to Quebec and back to Ontario. A test case will be tried to determine whether liquor sold in Quebec can be delivered from stocks in warehouses in Ontario. It is not likely that this will be permitted.

Another curious development is the contention of The Hudson Bay Co. that the original charter given the company by King Charles of England, some time in the seventeenth century, gives it unlimited trading rights and that no government, provincial, Dominion, or Imperial, has any power to curtail the trading rights originally given. This case is being fought out at the present time.

It is supposed that the closing of the bars will result in an increase in the amount of tea, grape juice and soft drinks consumed. Numerous "tea rooms" are being opened up in anticipation, and it is rumored that Welch and Armour are planning big campaigns to capture this market.

Joins Wildman Magazine & News Service

Periton Maxwell, formerly in the editorial department of the *Cosmopolitan* and *Hearst's Magazine*, is now with the Wildman Magazine & News Service, New York.

LIFE'S Christmas Annual

The unusual demand for color pages this year is the strongest evidence showing how advertisers regard the unusual value of LIFE'S Christmas Annual.

All color pages on coated cover stock alternating in signatures with the black advertising pages.

No extra charge for advertising in the Christmas Annual although this number always sells heavier than any number of LIFE in spite of its price, 25c.

A number which is retained indefinitely.

Date of issue, December 7th, just in time for holiday suggestions.

All color forms close October 15th.

Gee. Bee. Are.

Two months before the
THIRD ANNUAL
**Motor Number
& Dealer's
Supplement**
the
Metropolitan
"THE LIVEST MAGAZINE IN AMERICA"
shows a gain of
**5,801 LINES OF
AUTOMOBILE & ACCESSORIES
ADVERTISING**
for the first 9 months of 1916
over the same period last year.
The total for the 1915 period was 39,211 lines.

O. H. CARRINGTON, *Manager of Advertising*
432 Fourth Avenue, New York

GEORGE S. THORSEN,
Western Manager
831 People's Gas Bldg, Chicago
Phone, Harrison 2240 W. T. HAMILTON, JR.,
Eastern Manager
432 Fourth Avenue, New York
Phone, Madison Square 9195

SEPTEMBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR SEPTEMBER

(Exclusive of publishers' own
advertising.)

STANDARD SIZE

	Pages.	Agate Lines.
Review of Reviews.....	105	23,580
World's Work.....	94	21,177
Harper's Magazine.....	83	18,770
Scribner's	63	14,158
Century	58	13,162
Everybody's	45	10,282
Red Book.....	36	8,281
Atlantic Monthly.....	30	6,776
St. Nicholas.....	30	6,769
Wide World.....	29	6,664
Munsey's	28	6,450
Photoplay	25	5,640
Motion Picture Magazine.....	20	4,562
Popular (2 August issues).....	18	4,258
Snappy Stories (2 September issues).....	16	3,584
Blue Book.....	14	3,265
Ainslee's	11	2,569
Smart Set.....	9	2,170
Bookman	7	1,568

FLAT SIZE

	Columns.	Agate Lines.
*Cosmopolitan	250	35,774
McClure's	145	24,758
Metropolitan	111	19,006
American	107	15,439
Hearst's	89	15,192
Sunset	97	13,938
American Boy.....	41	8,340
American Sunday Monthly	36	6,355
National Sunday Magazine	31	5,426
Current Opinion.....	38	5,404
Boys' Magazine.....	25	4,474
Boys' Life	25	3,587

*New page size.

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publishers' own
advertising.)

	Columns.	Agate Lines.
Vogue (2 issues).....	699	100,884
Harper's Bazar.....	267	45,005
*Good Housekeeping.....	308	44,166
Ladies' Home Journal.....	168	33,627
Woman's Home Companion	117	23,400
Pictorial Review.....	94	18,969
Delineator	84	16,855

Four Years Record of Advertising Revenue in September Metropolitan

1916

1915

\$ 27,599

\$ 26,328

1914

\$ 18,622

1913

\$ 9,831

O. H. CARRINGTON
MANAGER OF ADVERTISING

	Columns.	Lines.	Agate		Canadian Home Journal...	88	17,600
Designer	74	14,864		MacLean's	118	16,520	
Woman's Magazine.....	74	14,860		Everywoman's World.....	80	16,020	
People's Home Journal.....	69	13,897		Canadian Magazine (pages)	49	11,032	
Ladies' World.....	59	11,902					
To-day's Magazine.....	58	11,716					
Holland's Magazine.....	58	11,036					
McCall's	82	11,012					
Mother's Magazine.....	76	10,680					
Modern Priscilla.....	56	9,478					
Housewife	46	9,348					
People's Popular Monthly.....	48	8,955					
Needlecraft	40	7,641					
Home Life.....	43	7,380					
Southern Woman's Magazine	41	7,000					

*New page size.

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CARRY-
ING GENERAL AND CLASS
ADVERTISING**

(Exclusive of publishers' own advertising.)

	Columns.	Lines.	Agate
System (pages).....	246	55,287	
Vanity Fair.....	273	43,205	
Country Life in America..	178	30,040	
Popular Mechanics (pages) ..	130	29,249	
Popular Science Monthly (pages)	70	16,733	
Theatre	90	15,120	
House Beautiful.....	90	13,337	
House & Garden.....	76	12,078	
National Sportsman (pages)	49	11,088	
Field & Stream (pages)	47	10,573	
Garden	63	8,944	
Countryside Magazine.....	47	8,139	
Physical Culture (pages) ..	34	7,788	
Illustrated World (pages) ..	34	7,710	
Forest & Stream.....	50	7,476	
Golfers Magazine (pages) ..	30	6,720	
Outdoor Life (pages)	28	6,384	
Outer's Book (pages)	26	5,964	
Arts & Decoration.....	40	5,576	
Outing (pages)	23	5,368	
Extension Magazine.....	31	5,179	
Recreation	36	5,172	
International Studio.....	33	4,587	
Travel	31	4,482	
Golf Illustrated.....	28	4,055	
Craftsman (pages)	17	3,808	

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

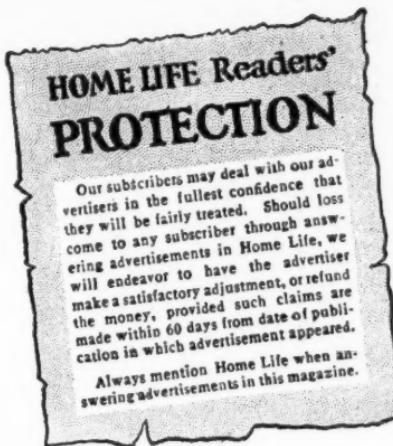
(Exclusive of publishers' own advertising.)

	Columns.	Lines.	Agate
Canadian Courier (4 August issues)	131	24,204	

**VOLUME OF ADVERTISING IN
AUGUST WEEKLIES**

(Exclusive of publishers' own advertising.)

	Sept. 1-7	Columns.	Lines.	Agate
Saturday Evening Post..	130	22,156		
Town & Country.....	81	13,749		
Collier's	71	13,530		
Literary Digest.....	98	14,527		
Scientific American.....	58	11,708		
Life	51	7,272		
Churchman	28	4,616		
Leslie's	26	4,448		
Youth's Companion.....	20	4,048		
Independent	26	3,640		
Judge	23	3,329		
Christian Herald.....	15	2,636		
Outlook (pages).....	11	2,464		
All-Story (pages)	9	2,113		
Associated Sunday Magazine	10	1,800		
Every Week.....	9	1,784		
	Sept. 8-14			
Saturday Evening Post.	155	26,416		
Collier's	81	15,476		
Town & Country.....	69	11,672		
Literary Digest.....	73	10,841		
Independent	48	6,775		
Life	42	5,892		
Leslie's	28	4,815		
Illustrated Sunday Magazine	16	3,026		
Christian Herald.....	17	2,977		
Judge	20	2,800		
Youth's Companion.....	13	2,598		
Outlook (pages).....	11	2,596		
Scientific American.....	12	2,589		
Churchman	13	2,054		
Associated Sunday Magazine	10	1,888		
All-Story (pages)	7	1,635		
Every Week.....	8	1,440		
	Sept. 15-21			
Saturday Evening Post.	132	22,458		
Collier's	66	12,509		
Town & Country.....	54	9,197		
Literary Digest.....	53	7,875		
Leslie's	37	6,442		
Life	38	5,347		
Scientific American.....	15	3,127		
Independent	21	3,039		
Judge	19	2,758		
Christian Herald.....	15	2,688		
Outlook (pages).....	11	2,565		
Churchman	15	2,374		



Your Advertising Will be in *Guaranteed Good Company*

WHEN considering publications which offer circulation in *any* quantity, in the country and small town field, it is well to carefully examine the class of the company which your Advertising will be placed with.

J. A. Lisker

Advertising Manager

HOME LIFE

"The Small Town Family Magazine"

1,000,000 Circulation—RATE NOW \$3.50 PER AGATE LINE

MEMBER AUDIT BUREAU OF CIRCULATIONS

HOME LIFE accepts the advertising of no product which cannot be unqualifiedly guaranteed to its readers.

ADVERTISING DEPARTMENT

PUBLICATION OFFICE AND PLANT
Ohio Street, corner La Salle
Chicago, Ill.
Tel. Superior 3280

EASTERN OFFICE IN CHARGE
A. J. WELLS, Vice-Pres.
1182 B'way, New York, N. Y.
Tel. Madison Sq. 7551

	Columns.	Agate Lines.		Columns.	Agate Lines.
Youth's Companion.....	11	2,255	Outlook (pages).....	8	1,954
Associated Sunday Magazine	10	1,913	Youth's Companion.....	8	1,603
Every Week.....	10	1,884	Totals for September		
All-Story (pages).....	4	1,008	Saturday Evening Post.....		94,257
Sept. 22-28			Literary Digest.....		59,164
Literary Digest.....	176	25,921	Collier's.....		57,873
Saturday Evening Post..	136	23,227	Town & Country.....		34,618
Collier's	86	16,358	*Life		28,322
Outlook (pages).....	34	7,792	*Leslie's		26,992
Leslie's	40	6,912	Scientific American.....		20,120
Life	38	5,436	Independent		17,980
Independent	32	4,526	*Outlook		17,371
Illustrated Sunday Magazine	21	3,947	*Christian Herald.....		12,768
Judge	26	3,646	Judge		12,533
Youth's Companion.....	14	2,840	*Youth's Companion.....		12,344
Scientific American.....	13	2,696	Churchman		11,704
Churchman	16	2,660	Every Week.....		7,010
Christian Herald.....	14	2,462	Illustrated Sunday Magazine		6,973
Every Week.....	10	1,902	Associated Sunday Magazine		6,784
All-Story (pages).....	6	1,344	All-Story		6,100
Associated Sunday Magazine	6	1,183			
Sept. 29-Oct. 1			‡ 3 issues.		
Leslie's	25	4,375	* 5 issues.		
Life	31	4,375			
Christian Herald.....	11	2,005			

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising.)

	Columns.	Agate Lines.
1. System (pages).....	246	55,287
2. Harper's Bazar.....	267	45,005
3. Good Housekeeping.....	308	44,166
4. Vanity Fair.....	273	43,205
5. Cosmopolitan	250	35,774
6. Ladies' Home Journal.....	168	33,627
7. Country Life in America	178	30,040
8. Popular Mechanics (pages)	130	29,249
9. McClure's	145	24,758
10. Review of Reviews (pages)	105	23,580
11. Woman's Home Companion	117	23,400
12. World's Work (pages)	94	21,177
13. Metropolitan	111	19,006
14. Pictorial Review.....	94	18,969
15. Harper's Magazine (pages)	83	18,770
16. Canadian Home Journal	88	17,600
17. Delineator	84	16,855
18. Popular Science Monthly (pages)	70	16,733
19. MacLean's	118	16,520
20. Everywoman's World	80	16,020
21. American	107	15,439
22. Hearst's	89	15,192
23. Theatre	90	15,120
24. Designer	74	14,864
25. Woman's Magazine.....	74	14,860

Every Week & the Associated

A growing circulation—
A growing influence—
A growing reader confidence
A greater buying impulse to women as well as men in

One million homes

95 Madison Avenue
New York

105 N. Wabash Avenue
Chicago

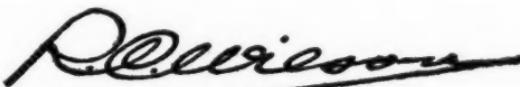
24 Milk Street
Boston, Mass.

Doubled

*both circulation and advertising
in one year*

The October issue marks the end of our first year as publishers of the Popular Science Monthly. The edition exceeds 200,000 copies and the advertising patronage is over 100 pages.

The public and the advertiser have both underwritten the new Popular Science Monthly with an undeniable emphasis.



Guaranteed net paid circulation 150,000 copies, A. B. C. Audit.
Three pages within one year, \$160.00 per page.
November edition over 200,000 copies.
To press September 25th.

Popular Science Monthly

A. T. Sears
Western Manager
Peoples Gas Building
Chicago

Lester B. Tunison, Albert L. Cole
Eastern Representatives
289 Fourth Avenue
New York

**"PRINTERS' INK'S" FOUR-YEAR RECORD OF
SEPTEMBER ADVERTISING**

	1916	1915	1914	1913	Total
Cosmopolitan	35,774	19,551	26,962	29,447	111,734
McClure's	24,758	30,704	17,248	15,26	88,436
Review of Reviews	23,580	20,496	20,517	19,824	84,417
World's Work	21,177	19,395	20,776	16,094	77,442
Metropolitan	19,006	19,707	17,018	15,084	70,815
Harper's Magazine	18,770	16,380	15,939	14,814	65,903
Sunset	13,938	14,448	12,656	19,432	60,474
Everybody's	10,282	11,460	15,699	19,085	56,526
Hearst's	15,192	12,192	11,368	14,784	53,536
Scribner's	14,158	10,751	12,661	11,856	49,426
American	15,439	13,021	11,045	9,842	49,347
Century	13,162	10,507	10,696	8,967	43,332
American Boy	8,340	11,429	8,115	6,844	34,728
Munsey's	6,450	6,160	11,156	9,352	33,118
Current Opinion	5,404	6,478	7,280	7,420	26,582
Red Book	8,281	6,146	6,272	5,824	26,523
Atlantic Monthly	6,776	5,540	6,524	6,664	25,504
St. Nicholas	6,769	6,556	5,544	4,480	23,349
Boys' Magazine	4,474	6,688	6,166	5,856	23,184
Ainslee's	2,569	3,304	4,256	4,592	14,721
	274,299	250,913	247,898	245,987	1,019,097

WOMEN'S MAGAZINES

Vogue (2 issues)	100,884	85,630	76,955	82,590	346,059
Good Housekeeping	44,166	17,703	23,968	25,088	110,925
Ladies' Home Journal	33,627	23,453	25,377	24,824	107,281
Harper's Bazar	45,005	27,774	20,832	4,200	97,811
Woman's Home Companion	23,400	16,899	20,182	19,421	79,902
Pictorial Review	18,969	16,630	17,190	16,200	68,899
Delineator	16,855	13,549	16,484	17,613	64,501
Designer	14,864	10,417	13,937	15,800	55,018
Woman's Magazine	14,860	10,456	14,000	15,517	54,833
McCall's Magazine	11,012	10,949	12,594	15,383	49,938
People's Home Journal	13,897	12,593	11,612	10,880	48,982
Ladies' World	11,902	11,078	12,250	10,800	46,030
Modern Priscilla	9,478	10,066	11,970	13,314	44,828
Mother's Magazine	10,680	9,657	10,737	13,033	44,107
Housewife	9,348	8,979	12,806	12,400	43,533
	378,947	285,833	300,804	297,063	1,262,647

CLASS MAGAZINES

System	55,287	45,878	44,240	52,416	197,821
Vanity Fair	43,205	32,706	26,687	31,173	133,771
Popular Mechanics	29,249	23,184	22,680	25,032	100,145
Country Life in America	30,040	20,291	25,396	23,580	99,307
Popular Science Monthly	16,733	14,433	15,356	16,618	63,140
Theatre	15,120	9,912	10,020	8,428	43,480
Field & Stream	10,573	10,248	10,864	10,640	42,325
Countryside Magazine	8,139	13,902	8,703	11,490	42,234
House & Garden	12,078	8,923	9,984	11,060	42,045
Outing	5,368	8,722	11,546	14,616	40,252
House Beautiful	13,337	7,974	9,417	8,618	39,346
Physical Culture	7,788	8,326	7,245	7,327	30,686
Garden Magazine	8,944	6,484	5,600	8,544	29,572
Illustrated World	7,710	5,278	5,376	4,816	23,180
International Studio	4,587	5,492	5,865	6,230	22,174
Travel	4,482	3,869	5,054	4,700	18,105
	272,640	225,622	224,033	245,288	967,583

WEEKLIES (5 August issues)

Saturday Evening Post	*94,257	*70,739	81,816	65,742	312,554
Literary Digest	*59,164	*46,438	43,557	35,954	185,113
Collier's	*57,873	*41,288	38,516	37,824	175,501
Town & Country	\$34,618	\$23,472	24,477	30,850	113,417
Life	28,322	*21,081	*15,153	*16,858	81,414
Leslie's	26,992	*24,263	*17,457	*12,473	81,185
Outlook	17,371	*17,704	18,928	21,280	75,283
Scientific American	*20,120	*14,869	11,494	12,052	58,535
Christian Herald	12,768	*17,199	*11,928	*10,248	52,143
	351,485	277,053	263,326	243,281	1,135,145
* 4 issues.					
‡ 3 issues.	1,277,371	1,039,421	1,036,061	1,031,619	4,384,472

Results—

That's the Answer

September 1915 7974 agate lines

September 1916 13,337 agate lines

Increase 67% 5,363 agate lines

Results— Because we combine unusual Reader Interest, Reader's and Advertiser's Service with the maximum circulation in our field at the minimum rate per thousand.

Results— Because in selling advertising we have eliminated guess-work, hunch, personality and indefinite prospects. We deal with concrete conditions—not in abstract conclusions. Facts alone count.

Results— Because our guarantee of 50,000 is Surety Circulation backed by an A. B. C. membership.

Investigate the comparative value of The House Beautiful. If an agent you owe it to your clients. If an advertiser you owe it to yourself.

We invite the Spot Light.
We welcome the Acid Test.

THE HOUSE BEAUTIFUL

Member A. B. C.

3 Park Street, Boston

17 Madison Avenue
New York

110 So. Dearborn Street
Chicago

Selling Your Goods in Canada

A completely equipped agency enables us to adapt American advertising ideas to Canadian conditions.

Trade investigations, distribution, sales methods and advertising campaigns are planned and executed by experienced men, fully conversant with all general and local conditions.

A request for information or preliminary advice involves no obligation.

SMITH, DENNE & MOORE, Limited

General Advertising Agents

Lumsden Building - - - Toronto, Canada

NEW YORK:	LONDON:	PARIS:
1463 Broadway	Caxton House, S. W.	10 Rue De La Victoire

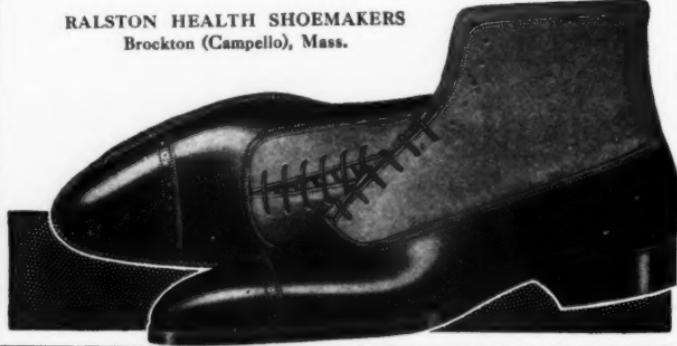
Successors to J. Walter Thompson Company, Limited

Ralston \$5-\$6-\$7

Your Kind of a Shoe

RALSTONS FIT as agreeably as your hat or gloves with the authoritative style touch good dressing demands. Now ready for you in nearly 3000 good shops. Booklet free upon request.

RALSTON HEALTH SHOEMAKERS
Brockton (Campello), Mass.



Chain-Stores' Use of Car Cards

THE Metropolitan Stores, Inc., New York, work their sales force and store interiors on a plan whereby they offer an unusual service to manufacturers.

The men behind the Metropolitan counters are called salesmen—not clerks—and they are educated by means of suggestive bulletins and examinations at regular meetings with the managers. The following is a sample bulletin:

TO MANAGERS AND SALESMEN

Read Advertisements: Whenever riding in subway, elevated or surface cars, look around and see what foods and toilet articles are being advertised in the cars. Study the advertisements. Familiarize yourself with what manufacturers are doing to acquaint the public with their goods.

One salesman will sell more than another because he knows more about the goods he handles. The one with the most information regarding his line can offer his wares to his customers more intelligently and with greater satisfaction to the customers—and, of course, with better sales results for himself.

Read labels on cans—on bottles—on packages—whenever you have an opportunity.

At one of our meetings questions will be asked about advertised goods, to hear how much you know about the merchandise you handle.

Mr. Esrick will ask as many questions of you as he will ask of any of the other men at the meeting. He will ask questions on subjects with which it is expected you will be familiar. He will ask you about the advertisements that you have recently read and what you remember about them.

The man behind the counter should know more than do the customers in front of the counter about the goods that customers ask for.

We aim to have and to give all customers exactly what they ask for.

METROPOLITAN STORES, INC.

Around the ceiling margin of the stores is hung a rack, similar to the card racks in street-cars. These racks are designed to be filled with manufacturers' cards on which the company inserts the retail price of the articles represented.

When the customer has completed her purchase, the salesman directs her attention to the cards,

Why Business Comes To Us

The smallest part of this business is its soliciting staff.

No high-powered salesmen are employed. But high-grade advertising men are.

What we do—not what we say—is the secret of our growing business.

You can find out what we have accomplished in advertising—and for whom. The facts will surprise you.

Request for an interview will bring a practical advertising man to see you—not a theoretical salesman.

Or we'll answer your request by letter, if you prefer. But get the facts, somehow—and ask for them now.

Turner Advertising Company

608 S. Dearborn Street, Chicago

Nothing Succeeds Like Service



You
Can
Use
Those
Movie
Films

And if you haven't a film we'll have one made for you. Here is a machine that automatically projects motion pictures.

And it works in daylight in show windows!

This machine is an unusual dealer help. Put it to work in windows, offices or store aisles.

W.H. STAVENHAGEN CO., Inc.
331 FOURTH AVE., NEW YORK
Telephone, 6420 Madison Square.

**Exceptionally experienced
SALES MANAGER and
GENERAL EXECUTIVE
open for engagement.**

Strong personality; clean habits; ready initiative and unlimited capacity for work; fully capable evolving procedure and successfully marketing any salable line; can handle men on the road and close big deals himself; forceful sales-letter writer; knows scientific management; successful buyer; can co-operate intelligently with the advertising department; has to his credit fifteen years of uninterrupted success; finest credentials and references. "E. G."

Box 115, care Printers' Ink.

asking if she may not be interested in some of those goods. Thus, while no undue urgency is permitted, she may be induced to buy, but in any case cannot fail to note the advertising. It is all done without any embarrassing questions as to price; and obviously it is collateral to such notice as the customer may have taken automatically.

Another Piano Manufacturer to Sell Phonographs

The Baldwin Piano Company, Cincinnati piano manufacturer, has taken on the Monarch line of talking machines, manufactured by the Monarch Talking Machine Company, of Chicago. The instruments are being installed in the Baldwin stores throughout the United States.

Klaxon Horns Taken Over by United Motors

The United Motors Corporation has purchased the Lovell-McConnell Manufacturing Company, of Newark, N. J., maker of Klaxon horns. The name of the company will be changed to Klaxon Company.

Another Ford Truck Attachment Advertised

The Husband & Thomas Agency, Chicago, is handling the advertising of a new truck attachment for Ford automobiles, called the "Ford-Dearborn."

No Mail-order Cuban Cigars

The United States Senate, before adjournment, killed that section of the Special Revenue bill providing for Cuban parcel-post imports of cigars. This proposal to admit cigars by parcel post in packages of 500 or less was noted in PRINTERS' INK last week.

Chicago Advertising Men Hold Golf Tourney

The September tournament of the Western Advertising Golfers Association was held September 11th, at Evans-ton, Ill. The committee in charge were Guy Osborn, Graham Patterson and L. R. Wasey.

Joins Staff of "Field—Illustrated"

J. A. Vanderslice, former editor of the *Cornell Countryman*, is now with *Field—Illustrated*, New York.

Agency Man

wanted by high-class old established service agency. A man with the ability to produce business, who knows how to get it in the right way and can develop new accounts. Such a man will be given liberal terms and offered opportunity to secure an interest in the business.

**"E. L. M." Box 114, care of
Printers' Ink.**

FIVE years ago, on January 31st, I began to tell the good fellows in the advertising business to keep their eye on St. Nicholas. Some of them did it. Its volume of advertising has gone ahead steadily year by year.

This morning two separate reports were placed on my desk which make me say "Keep on looking!"

Here are the reports:

(From the Advertising Department)

Mr. Parker

The October issue of S T. NICHOLAS closed with a net * gain of 33 1/3% in volume of advertising. The biggest October issue S T. NICHOLAS ever had. While it was beaten by a slight margin by April, May and June this year (owing to the great amount of school and camp advertising in those issues) it is larger than any number published during 1915 except November and December which contained a large volume of Christmas advertising.

f.m.p.

(From the Circulation Department)

Memorandum to
Don M. Parker

I have double checked S t. Nicholas figures for July about which you spoke to me.

The percentage of renewals is high - 61% - and the chances are that when people get back home from their summer vacations this figure will be nearer 75%.

The gain in number of subscriptions received during July 1916 compared with July 1915 is 56%.

No so bad for the summer time.

J.M.P.

* "Eleventh hour" orders increased this gain to 45% as PRINTERS' INK went to press.

Look closely at the October issue page by page, and you will see what I mean when I say: "In certain respects St. Nicholas is the greatest magazine published in this country." To remind yourself of it, take a pencil now and make this note on the "October first" page of your calendar pad:

"Keep Your Eye on St. Nicholas"

Don M. Parker

Manager of Magazine Sales
THE CENTURY CO.

The Little Schoolmaster's Classroom

IT is reported that the Corn Products Refining Company does not sell Karo Syrup or Argo Starch to mail-order houses, soap clubs, peddler-wagon companies and other like concerns at preferential rates as compared with grocery jobbers; and, as such houses generally make it a condition precedent to purchasing that a special concession be made to them, the practical effect of the policy of the Corn Products people is that they do not get mail-order, soap-club and peddler-house orders for those goods.

The Schoolmaster is not advised that the Corn Products people have made any special use of this policy to "grapple their friends' affections with hooks of steel"; but as this is the kind of tangible loyalty to principle which is so highly prized by retailers and jobbers everywhere, it seems inevitable that this fact will be found out, and that the discovery thereof will compensate the Corn Products Company many times over for the profit it thus sacrifices.

* * *

In contrast, look at this:

A grocer has done business in one location for over ten years. He says he has not made a fortune, but has been able always to discount his bills—which is presumptive evidence in his favor. Some two years ago, two chain-store systems placed a unit on each side of him, so he is "sandwiched in." He says, "surely business dropped off a little," but, having a little income from his property, by curtailing expenses and managing carefully, he is "most sure he is not losing!"—which is naïve and ingenuous if not ultrascientific. But he was not so slow after all, for, as reported in the *Grocery World*:

"In order to obtain groceries cheap, I spoke to the soap people, saying that they should help me out, and let me have — soap at a price so I should be able to compete with the chain stores and sell

seven for 25 cents so I should at least not lose. The — people said the best price they could make was \$3.84 for 100 cakes of soap . . . so by trying to compete I have to lose money, if I only consider cost, not counting overhead. So I spoke again . . . but they said . . . 'that is the cheapest . . . no matter if you take 1,000 boxes.' Now, I am on good terms with everyone, even with my competitors. Whenever they come in for change, or for my push-cart, or to exchange goods, I always let them have it. Once the Blank manager sold me some — soap for \$3.50 per case; next he sold me below price four barrels of sugar, next \$200 worth of merchandise quite cheap. I turned the goods over to my jobber (!) and made a little profit on it."

* * *

So he continued to buy, and sell to his *jobber* at a little profit until "the manager was fired." But, "after being used to buying groceries cheap, to start again to pay the regular price I did not care," so he hunted up another chain-store man, "a good one," and he continues to buy "butter below quotation; sugar below quotation; — soap \$3.40 per case, and many more goods cheap."

Just consider how the upper and nether millstones put the pressure on that little grocer. It might not be so inequitable if those manufacturers did not want to sell retailers at all—if they decided that the regular small retailer would best be eliminated. But they propose to have him for a customer and ostensibly lay their plans to serve him. Yet, on the basis of their quotations, say \$3.84 per box for the soap, he had a cost of 26.88 cents for the seven bars he must sell for 25 cents in competition with customers apparently supplied directly by the manufacturers.

And where did he find relief?

From the ones to whom he should turn most naturally? No; by means of his own peaceable, give-and-take, neighborly disposition, he prevailed on his competitors to give him a look-in. In view of such occurrences, it well may be questioned whether there is not a suggestion of "Wolf, wolf!" in some of the complaints lodged by certain manufacturers about the "inroads of the price-cutter on advertised brands."

All considerations of ethics, fairness and such others as are flavored with a tincture of altruism aside, it does seem that in the long run such ways of playing both ends against the middleman must prove disastrous. But the fact is that fair dealing is not an impotent thing, consideration for the rights of others is not an empty phrase; and in these times of free discussion among associated tradesmen, trade-paper pub-

Exercise Without Over-Doing

This is what Dr. Frank J. Born—formerly Medical Examiner at "Yale" and now Dean of the Normal School of Physical Education—is teaching in a series of articles in **GOOD HEALTH**. Want to learn the latest about this important matter? Write me. I'll fix it. No obligation on your part, if you're a "man who decides" about the investment of advertising appropriations.

Advertising
Manager

GOOD HEALTH 1809 W. Main Street
Battle Creek, Mich.

The average-size farm in our territory is
296.6 acres,
in the rest of the U.S.A. **138.7 acres**,
yet our territory embraces **51.1%** of the
total farming acreage of the country.

Tractors, tractor plows and power machinery,
and tractor accessories can be sold profitably
only in the territory of large
farms.

Ask us for details.

**Implement & Tractor
Trade Journal**

Kansas City - Omaha
"For the Territory West of the Mississippi"



Implement & Tractor
Trade Journal
Dealer Service

Who Needs a Good Live Wire Sales and Office Manager?

A Nurseryman desiring to enter into some business that offers better opportunities for the future than the nursery business seeks connection with any good business that has a future. Have had 13 years' continuous experience in office and sales management, being proficient in both, particularly in mail-order selling. Have done an average business of about \$30,000.00 annually during the past ten years.

Age 34, married, hard worker and on the job all the time. Prefer connection with some good manufacturer in the Middle West. At liberty May 1, 1917.

ERNEST H. BALCO
Lawrence Kansas



"CLIMAX"
SQUARE TOP
PAPER CLIPS
The Clip that Grips

Packed 10,000 to the box, F.O.B. Buffalo.

10,000 - - -	17c per 1,000
50,000 - - -	13c per 1,000
100,000 - - -	10c per 1,000
500,000 - - -	9c per 1,000
1,000,000 - - -	8c per 1,000

Buffalo Automatic Mfg. Company
457 Washington Street Buffalo, N. Y.

PAUL BROWN
COMMERCIAL ARTIST

456-4-AVE.
NEW YORK
ROOM 904
TELEPHONE
775-1 MADISON 82.



Twenty-five papers are published by New York City High School pupils, reaching over 60,000 students. We can furnish a list of High School papers covering any state or territory in the country.

USA
Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York Phone 1429 Murray Hill

licity and wide dissemination of intelligence, manufacturers really cannot afford to ignore such factors in business. And some of the big fellows who recognize these things to-day—as thousands of their smaller brethren who operate on a more personal, man-to-man basis have always recognized them—are finding they have tangible, cashable value which inevitably, and quite promptly, shows up on the right side of the balance-sheet.

* * *

"Wanted—An experienced correspondent," runs the advertisement of a concern that advertises itself as one of the big specialty concerns of New York City, located in the heart of the high-class shopping section. It is set forth that the job will be that of running the adjustment division of the store, that the opportunity is unusual, that the lucky man must be a master of concise English, and a hard, ambitious worker. The salary would be \$14 a week—all of that. Possibly the fortunate applicant will be able to find ways and means of investing his surplus after he pays for his room and board and for his weekly trip to Brighton Beach. Think of it—a master of concise English for adjustment work in a big specialty concern in New York, where the wage-scale is supposed to be at high-water mark, for \$14 a week, which is not the wage of a high-class stenographer in these days.

* * *

The Schoolmaster is taking a shot at this advertisement because it seems to explain something. It shows that there must be many advertisers who are yet far from realizing that they need as good ability behind their letter-writing as behind their newspaper and magazine copy, especially so when it comes to mollifying dissatisfied customers whose good will is worth much. The Schoolmaster feels safe in asserting that no large concern in a city like New York should put a man in charge of its adjustment work who is not worth at the least more than \$100 a month.

Probably most advertising men have at one time or another built the air-castle of "independent work"—maintaining a little office of your own, fixed up according to your own ideas, with just that one faithful stenographer whose way of taking dictation helps rather than retards the flow of language, with business enough coming in for some picking to be done, and so on. Such a career seems to possess a number of advantages over a salaried job with a manufacturer or a merchant, and possibly one or two disadvantages—one of which is nicely expressed by George Horace Lorimer in his remark that "it's nice to have a business of your own if you are not particular about a regular pay-day."

The Schoolmaster not so very long ago had an opportunity to discuss the career of the independent advertising man with a New York man who is recognized as

having unusual ability, a man who had seen service as the copy chief of a leading advertising agency as well as long service with several of New York's best retail stores.

Said he: "When we decided to part company over at B—, I concluded that it was a good time to try out a plan that I had long cherished—that of running a little plan-and-copy shop all my own and picking up clients. No sooner than I made my announcement than business began to come in. Agencies seemed as ready to use my services as advertisers. An out-of-town manufacturer sent for me and we signed up a contract calling for a nice figure. For a time I felt as if I were in clover and wondered why I had not taken that step long ago. Then, gradually, I began to feel the pressure of my many engagements and obligations. Without realizing it, my clients were inconsiderate. A telegram would come in

Population 62,288 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages

Flat Commercial rate 35 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements. Best paper. Leading general advertisers use it



Put New Life Into Your Advertising

You can use K-N KUTS in countless ways to brighten up your advertising and printing. They are inexpensive, easily obtained and print uniformly well on every kind of paper.

Our big K-N Kuts Book contains nearly a thousand clever advertising ideas and illustrations (the work of nationally-known artists), and tells all about K-N Kuts and how to use them.

SEND FOR THE BOOK. A dollar brings it. You get the dollar back when K-N Kuts purchased within six months amount to \$4 or more. If not satisfied return book in three days and we will promptly refund your money.

KITSON & NEUMANN STUDIOS, 7 Broadway, Springfield, Mass.

"GIBBONS Knows CANADA"

AMERICAN MOTORIST

Largest Circulation in Its Field

Actual bona fide paid-in-advance subscription exceeds that of any motoring magazine. 55,000 monthly circulation guaranteed. Main Office:

RIGGS BLDG. WASHINGTON, D. C.

Member Audit Bureau of Circulations

Lincoln Freie Presse

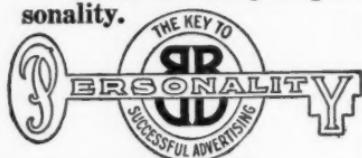
GERMAN WEEKLY

LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 25 cents.

Actual average circulation 133,992

WE make the particular Indoor Display Signs that illustrate your personality.



Ask us about our
"SERVICE WITHOUT OBLIGATION"

B & B SIGN CO., 341 5th Av., N. Y.

A Suggestion to Subscribers

Frequently we cannot furnish complete copies of back issues of PRINTERS' INK for which we receive requests, but often we are able, if we know what particular article is needed, to tear the required pages from office cut copies and so help our readers.

Printers' Ink Publishing Co.
185 Madison Avenue New York

urging me to get certain copy and illustrations off by that night's mail. My employers would call on me for little matters of detail that took up a great deal of precious time. This situation grew worse, in spite of all I could do, and soon I did not feel free to take my lunch-hour. I began to see that I had to have help, and I wound up by building up a small organization. Then some of my clients began to ask: 'Why don't you place our advertising, too? Why is it necessary for us to employ you to do this creative work and place the business through another office?' There wasn't any answer to that question except that the logical growth of my little 'dream copy-shop' was in the direction of the full-fledged advertising agency."

* * *

Eventually the advertising man gave up his independent work and returned to a salaried job, where he had only one enterprise to advertise. On the other hand, at least one independent worker known to the Schoolmaster says his experience as a free-lance has been very satisfactory. Evidently, therefore, something depends on the man and the kind of "independent" work that he undertakes.

He Believes in Accumulating the Evidence

THE UNIVERSITY PRESS
CAMBRIDGE, MASS., Sept. 11, 1916.
Editor of PRINTERS' INK:

The editorial "Evidence First: Verdict Afterwards," in your September 7 issue, is mighty good. It is precisely the kind of talk the average advertising man needs dinned into his ears, no matter how elementary and tedious it seems to you. Here's strength to your arm!

CARROLL WESTALL,
Mgr. Advertising Service Dept.

Ford's Huge Profits

Over \$1,000,000 per week was made by the Ford Motor Company during the fiscal year ending July 31, 1916. The profit for the year amounted to \$59,994,118, resulting from the sale of 472,350 Ford cars and parts. A total of 508,000 cars was manufactured for the fiscal year, but 35,650 machines, representing about two and one-half weeks' output, were in transit and at the branch assembling plants at the close of the year.

Classified Advertisements

BALLOONS

Ask AMERICAN BALLOON CO., 38 E. 23rd St., N. Y., for samples of these wonderful trade magnets—the missing link between general publicity and consumer demand. COST IS TRIFLING.

BOOKLETS AND CATALOGUES

A sample case of attractive envelope booklets that cost little, due to standardized manufacturing, will be sent upon request of business firm enclosing 10c. Money back if not satisfied. The Dando Company (Manufacturers), 34 S. Third street, Philadelphia, Pa.

Foreign languages copy service. Translations and original copy; Spanish, Portuguese, Italian, French catalogues, booklets. Not merely a translation bureau, but an organization of technical specialists, who know foreign markets. Estimates furnished. Foreign Trade Service, Inc., 1 Broadway, N. Y.

COLLECTIONS

For Advertising Agencies, Publications, etc. **RESULT** everywhere. Send your slow accounts here for collection. Offices of Benjamin A. Javitz, N. Y. City.

FOR SALE

FOR SALE OR EXCHANGE—Campbell multi-press, a perfecting press in perfect condition. Is giving good satisfaction. Bristol Printing Co., Bristol, Pa.

HELP WANTED

ADVERTISING WRITER AND SOLICITOR wanted for local field. Burlington Free Press, Burlington, Vt.

POSITION WANTED

ABLE YOUNG MAN (25), clean-cut and conscientious, desires to manage advertising department; efficient routing office work, stenographer; late with advertising agency. Box 737, P. I.

Experienced advertising salesman and correspondent desires position with Trade Journal, Magazine or Manufacturer. Fine personality, efficient, enthusiastic, adaptable. Box 731, Printers' Ink.

Resourceful, aggressive executive experienced in Advertising, Sales Credits, Office Management. Seasoned man of ideas. Capable of taking the initiative. American. Age 32. Married. Box 733, P. I.

Advertising solicitor, hustler, 23, wishes to connect with live medium, trade journal experience. Would consider representing publication in Eastern territory. Will travel. References. Box 732, Printers' Ink.

SALESMAN, young live wire, full of pep. Experienced road, city and retail selling. Knows retailers' and jobbers' viewpoint. Up to the minute on advertising and selling; plugger. A. G. R., 311 W. 137th St., New York City.

EDITORIAL ASSISTANT

My thorough education and four years experience in editing, make-up, proofreading, indexing, should prove valuable to some publisher. Box 736, Printers' Ink.

A thorough knowledge of advertising and sales promotion work. Three years successful experience. Ability to write creative copy, sell, plan campaigns, build business. College man, age 25, live, clean-cut, enthusiastic. I seek larger opportunities. Box 734, Printers' Ink.

Technical

Engineer with good advertising, selling and general commercial experience, wishes to connect with broad-gauge selling organization. Thorough, consistent planner and worker. Box 735, P. I.

Are you looking for an advertising manager for a manufacturing or similar concern? I am desirous of making a connection with an A1 growing house in the capacity of advertising or assistant advertising manager. I am 25 years old, six years' experience soliciting and with agencies. Write for appointment. Box 730, Printers' Ink.

At Liberty—An A Number 1 Advertising Campaign Manager. Bill Posting, Cards, Signs and Banners my specialty, also Distributor of Circulars, Samples and all kinds of advertising matters. Go anywhere in the United States and Canada with or without crew, on salary and expenses. H. J. Sinke, 810 Grand St., Brooklyn, N. Y. Open for any fair proposition from any reliable firm or corporation.

BRAINS ENERGY EXPERIENCE

American, 30, college graduate, thirteen years broad business experience, including seven in sales and advertising, wants opportunity to demonstrate to reliable concern his ability as executive in advertising and sales. Has proven ability in these lines. Open for engagement where qualifications will be suitably rewarded after ability is demonstrated. A man for a man's job. Executive, 47 E. 23rd St., New York.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

Table of Contents

PRINTERS' INK, September 14, 1916

The Right Start in Advertising.....	Charles Austin Bates	3
How Great Expectations May Be Fulfilled.		
Tell the Public Details "Everybody Knows".....	S. E. Kiser	8
Consumers Are Monuments of Ignorance Regarding Things Manufacturers Think They Ought to Know.		
A Unique Exhibit Runs Up High Sales for Pottery House.....		12
Keen Interest in a Line of Usually Little Attraction to Dealers and Clerks Aroused by Ingenious Manufacturing Display.		
Diplomatic Twists That Spell Dollars in Mail Campaigning.....		22
Concrete Instances Showing How It Pays to Vary the Expression to Suit the Character of the Reader.		
Applying Mail-order Principles to Political Copy.....		33
Hull Campaign Committee Secures 8,915 Coupon Pledges from Illinois Voters.		
Dealers Prove Their Faith in Consumer Advertising.....		37
How the Manufacturer of Citrus Cream Secured Nearly 10,000 Dealers in Ninety Days.		
What Happens When the Agency Cares for All the Advertising.....	Merrill J. Louis	45
A Vivid Description of the "Before and After" Conditions That Prevailed with One Large Advertiser.		
Promoting Trade Menaced by Railroad Tie-up.....	Newton A. Fuessle	49
Typical Instances of Extraordinary Efforts by Manufacturers to Stock Jobbers Before Blow Fell.		
American Chicle's "Zoo" Window Display.....		53
A Device to Get the Children to Buy More and to Consume It Faster.		
The Capitalization of Credit as a Sales Builder.....		56
The Credit Department Can Make Possible Greater Sales by Pursuing a Firm, Helpful Policy with Customers.		
Trading Up by Entering Price Field Before Unentered.....		73
Harmony Tobacco Bridged a Gulf.		
Supreme Court to Rule on Local Hold-ups of Samplers and Distributors..	Special Washington Correspondence	77
How Manufacturers Have Been Embarrassed by a Multitude of Local Ordinances and Taxes.		
Recruiting Salesmen from Country Stores.....	Earl D. Eddy	82
The Course of Training One House Puts Them Through in Order to Make Them Aggressive and Effective.		
Editorials		108
Impending Changes in Methods of Retail Distribution—Dangers in Use of Other Man's Salesmen—Advertising an Ideal.		
Advertising in Monthly Magazines for September.....		113
Printers' Ink's Four-year Table of September Advertising.....		118
The Little Schoolmaster's Classroom.....		124
	130	

PRINTERS' INK

Index to Advertisers

PAGE	PAGE
Albany Knickerbocker Press.....	24
American Jewish Chronicle.....	89
American Magazine.....	14-15
American Motorist.....	128
Atlas Adv. Agency.....	55
Ayer, N. W. & Son.....	1
B. & B. Sign Co.....	128
Balco, Ernest H.....	126
Barcas, Victor.....	60
Birmingham & Seaman Co.	36
Boston American.....	63
Breeder's Gazette.....	2, 96
Brick and Clay Record.....	76
Bridgeport Post & Telegram.....	102, 103
Brockton Enterprise.....	127
Bronx Home News.....	98
Brooklyn Standard Union.....	13
Brown, Paul.....	126
Buffalo Automatic Mfg. Co.	126
Burlington Free Press.....	102
Butterick Publishing Co.	29
Cheltenham Adv. Agency.....	11
Chicago Tribune.....	132
Christian Herald.....	5
Classified.....	129
Collegiate S. A. Agency, Inc.	126
Collier's.....	23
Colorplate Engraving Co.	107
Columbus Dispatch.....	84
Cosmopolitan.....	35
Dando Co.....	104
Dyer, George L. Co.....	27
Engineering News.....	19
Ethridge Assn. of Artists.....	57
Evansville Courier.....	93
Every Week.....	116
Extension Magazine.....	91
Farm Journal.....	20
Francis, Charles, Press.	105, 106
Frey, Charles Daniel, Co.	65
Gibbons, Ltd., J. J.	127
Gill Engraving Co.	107
Good Health.....	125
Good Housekeeping.....	30-31
Hammermill Paper Co.	92
Hanff-Metzger, Inc.	51
Hartford Courant.....	102
Help Wanted, "C".....	90
Help Wanted, "E. L. M."....	122
Henri, Hurst & McDonald..	100
Hill Publishing Co.	19
Hoard's Dairyman.....	2
Home Life.....	115
House Beautiful.....	119
Hurst & Hurst Co.	106
Impl. & Tractor Trade Jnl.	125
Indiana Farmer.....	2
Indianapolis News.....	80
International Silver Co.	48
Kitsion & Neumann Studios.	127
Klau-Van Pietersom-Dunlap	97
Lenz Photo-Engraving Co.	107
Leslie's.....	47
Life.....	111
Liggett & Myers.....	87
Lincoln Freie Presse.....	128
Lord & Thomas.....	41
Lothian, Thomas C.	104
Lynn Item.....	102
McCann, H. K. Co.	9
McCourt Label Cabinet Co.	106
MacLean Publishing Co.	32
Mahin, John Lee.....	72
Manchester Union & Leader.....	102
Meriden Record.....	101, 102
Metropolitan Art Craft Co.	107
Metropolitan Magazine.....	112, 113
Michigan Farmer.....	2
Monroe Press.....	106
Mother's Magazine.....	83
Needlecraft.....	7
New Bedford St. & Merc'y.....	102
New England Dailies.....	102
New Haven Register.....	102
New Orleans Item.....	52
New York Tribune.....	44
Ohio Farmer.....	2
Parsons Paper Co.	88
Passing Show.....	94
Pennsylvania Farmer.....	2
People's Home Journal.....	39
Popular Science Monthly.....	117
Porter, John Newton Co.	86
Portland, Me., Express.....	102, 103
Power, Alexander & Jenkins	58-59
Prairie Farmer.....	2
Printers' Ink.....	71-128
Progressive Farmer.....	2
Punch.....	99
Ralston Shoes.....	120
Rapid Electrotype Co.	107
Read Printing Co.	106
Roy Press.....	106
Ruckstuhl, C. E., Inc.	106
St. Nicholas.....	123
St. Paul Farmer.....	2
Salem News.....	102
San Antonio Express.....	85
Scientific Engraving Co.	107
Smith, Denne, Moore, Ltd.	120
Springfield Union.....	102
Standard Farm Papers.....	2
Standard Register.....	100
Stavenhagen Co., Inc., W. H.	121
Sterling Engraving Co.	107
Strathmore Paper Co.	79
Street Railways Adv. Co.	66-67
Successful Farming.....	42-43
System.....	68
Today's Magazine.....	16
Turner Advertising Co.	121
Walcott Bros. Co.	106
Wallaces' Farmer.....	2
Waterbury Republican.....	102
Williams & Carroll.....	95
Wisconsin Agriculturist.....	2
Yale Athletic Assn.	60
Youth's Companion.....	75
Zeese-Wilkinson Co.	107



You could, very easily, if you were in touch with The Chicago Tribune's Merchandising Service Department—if you had studied their strategic maps of the 48 trade sections into which they have divided Chicago—if you had gone over their statistics of population and rentals and buying tendencies in each of the 48.

If you have not yet received a copy, send for the book, "WINNING A GREAT MARKET ON FACTS," which gives you a general survey of the whole Chicago market and shows the bed-rock foundations on which campaigns in The Tribune are built. No one who is interested in either advertising or merchandising should be without a copy. It is yours, free of charge, if you write for it on your letterhead.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over	600,000 500,000 Sunday 350,000 300,000 Daily
------------------	---

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
 Pacific Coast Advertising Office: 742 Market Street, San Francisco